REMARKS

Applicant and Assignee have reviewed the Request for Information, and their own records, and believe the following represents a complete response, after due investigation.

Some resources were created for distribution on the Internet, and their permanent embodiment is on the Internet. Paper records, if they exist, are therefore not primary, and these sources have been printed from their electronic source for this response.

EXAMINER'S REQUEST:

(a) The "detailed description of how Clickshare (SM) works" referenced in Exhibit E.

Exhibit E is a digital download of a Sept. 15, 1995 news story written by M2 COMMUNICATIONS, and apparently located by the Examiner via an archival online information provider search. This is an obscure source, but a word-by-word comparison suggests it was rewritten or copied from a Sept. 8, 1995 "news release" sent by Newshare Corp. to the Newshare "interest" distribution email list, which included news organizations. Accordingly a digital copy of that news release is submitted in response to this request and is attached hereto as Attachment A.

The detailed description would appear to refer to "a detailed description of how Clickshare (SM) works is available by autoreply to Clickshare@clickshare.com." Newshare's circa-1995 server which handed email is no longer operational. An examination of backups would reveal that the autoreply to Clickshare@clickshare.com consisted of a text document labeled: "The CLICKSHARE SYSTEM: AN OVERVIEW AND SUMMARY". A copy of that autoreply, dated and emailed Sept. 25, 1995, is attached hereto as Attchment B.

In addition, an HTML page entitled "overview.hml", and date stamped on our server Sept. 5, 1995, is presently viewable at: http://www.newshare.com/News/overview.html

EXAMINER'S REQUEST:

(b) the additional marketing information referenced in Exhibit E;

The "marketing materials" requested by the Patent Office as referenced in this release and the M2 COMMUNICATIONS story are believed to represent auto-reply texts on the clickshare.com server. These no longer exist. It is unknown whether Newshare's server ever sent out any of those auto replies.

EXAMINER'S REQUEST:

(c) the diagram depicting the Clickshare(sm) system for view referenced in Exhibit J;

The Examiner supplies a photocopy of a webpage retrieved from The Internet Archive on May 25, 2005 and appearing by reference to its URL to have been cached by The Internet Archive in 1998. The web page contains the words: "A diagram depicting the Clickshare(sm) system may be viewed at: http://www.newshare.com/News/chart.html. It is attached thereto as Attachment D1. That page, which is active, points to a dead link for the chart. However, the chart file, a low-rez GIF, may be viewed at: http://www.newshare.com/images/chart-c.gif, which is attached hereto as Attachment D2.

Upon information and belief, this is a chart which was prepared in 1995 to present to venture capitalists and potential technical partners in meetings covered by written or oral non-disclosure agreements. It is unknown about when it might have first been served from Newsshare's public webserver.

EXAMINER'S REQUEST:

(d) the detailed text description of Clickshare (sm) benefits and operation referenced in Exhibit J;

This "detailed text description" supplied by the examiner as Exhibit J appears to be a page retrieved from The Internet Archive and appearing by reference to its URL to have been cached in 1998. The web page is entitled: "What is Clickshare (sm)? A Short Summary." Within the text is the subhead: "DETAIL." What appears to be a copy of that page may be viewed today at: http://www.newshare.com/News/capsule_summary.html, a copy of which is provided as Attachment E. This document is date stamped on Newshare's Linux server as created July 22, 1996, although the copyright notice on the bottom reads: "Copyright, 1995, Newshare Corp. All rights reserved."

EXAMINER'S REQUEST:

(e) a copy of the presentation referenced in Exhibit K;

The presentation referenced at Exhibit K was prepared by Bill Densmore when he was chairman of Clickshare Corp. for presentation at a newspaper-industry conference (Kelsey Group) at the downtown Hyatt in San Francisco on Feb. 22, 1996. It was never provided outside the company (or pursuant to a written non-disclosure agreement) other than via the web. It is presently reached from: http://www.newshare.com/kelsey/ , and is attached as Attachment F (Including all available linked pages)

At http://www.newshare.com/kelsey/kel98.html, there is a hypertext link as follows: Two publishers now testing (http://clickshare.com/News/nearing.html)

That link is no longer active. But the page it referred to is at: http://www.newshare.com/News/nearing.html, attached hereto as Attachment G. This page is a March 18, 1996-dated news release referring to two publishers beginning "trials". The two publishers, American Reporter and Studio Briefing, both housed their content on Clickshare/Newshare servers, not at third-party sites. In addition, the release notes: "During the second quarter of 1996, after testing of the micropayment settlement infrastructure ends, users will be able to buy pages from multiple sources, with publishers getting aggregated sales information and users getting periodic single-account billing from their home publisher." This sentence confirms that the "trials" involved user authentication only, and only on a Clickshare Corp. server (not multiple unaffiliated servers), and did not involve any charging for content or settling of payments, functions not operational until the fall of 1996. No money was ever paid by American Reporter or Studio Briefing to Clickshare Corp. or Newshare Corp. The news-release date, lack of independent server content and lack of any financial billing or settlement service, and lack of any "sale" to the two "trial" publishers all support that the Clickshare technology could not have been on sale prior to March 7, 1996.

EXAMINER'S REQUEST

(f) The Publisher Enrollment packet referenced in Exhibit K;

This packet is referred to as the "pubpack." It was provided via the web in a form which could be printed. Clickshare Service Corp., the applicant, no longer uses these terms. However, the "pubpack" effective as of March 18, 1996 may be found archived at: http://www.newshare.com/pubpack.OLD/, attached as Attachment H. Many of the links go to Clickshare.com addresses which will return 404 File Not Found. However, by hand-tooling the

link and changing the link to: http://www.newshare.com/pubpack.OLD/ plus the file name, the pages can generally be accessed in archived form.

It is noted that the "Terms" page (http://www.newshare.com/pubpack.OLD/terms.html ) contains a date of March 22, 1996 – less than a year before our provisional filing date of March 7, 1997. The License and NDA: (http://www.newshare.com/pubpack.OLD/licensenda.html ) lists a creation date of Jan. 12, 1996, and clearly states that it is for "testing", and imposes a non-disclosure requirement on the tester, and prohibits disclosure copying, or reverse engineering. At the time of the Feb. 22, 1996 talk in San Francisco, this was the only agreement available to any testing partner.

In addition, the "pubpack" hyperlinks to a set of documents currently remaining on the Newshare.com server, some of which purport to have been generated in the time period of interest. These are provided as Attachment I, without warranty or representation.

EXAMINER'S REQUEST:

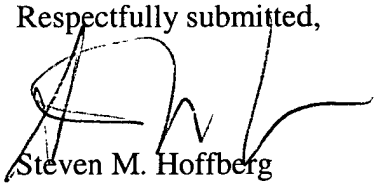
(g) The membership agreement referenced in Exhibit L.

The membership agreement referenced in Exhibit L can be found (as noted above) at: http://www.newshare.com/pubpack.OLD/licensenda.html, provided within Attachment H.

At the time of the Feb. 22, 1996 talk in San Francisco, and through March 7, 1996, this was the only agreement available to any testing partner.

Applicants have sought to reply to the Examiner's request for information completely, with candor, and in good faith. If any omissions are noted, or followup requests are required, the Examiner is respectfully invited to contact the undersigned.

Respectfully submitted,



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Reg. 33,511

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I hereby certify that this correspondence is being deposited with the United States Postal Services as first class mail in an envelope addressed to: Commissioner of Patents and Trademarks, ~~Washington, D.C. 20231~~ Alexandria VA on 3/6/06

By _____

Date 3/6/06

ATTACHMENT A

NEWSHARE CORP.'S CLICKSHARE SOFTWARE MAKES POSSIBLE DIGITAL SYNDICATES WHERE WRITERS REGAIN CONTROL OF THEIR WORK

WILLIAMSTOWN, Mass., Sept. 8 -- Writers and artists seeking to take back control of their works in cyberspace are examining the idea of a "digital syndicate," made possible by software which Newshare Corp. will unveil in early October.

"Writers are crying out for a way to manage the sale of their work in the electronic world," says Bill Densmore, president and cofounder of Newshare. "Ours is the first system to make this process as simple as the click of a computer mouse."

Clickshare (SM) makes possible the purchase and sale of information among distributed, independent publishers, authors, artists and users using the public Internet alone rather than a proprietary online service. Only transaction records must be coordinated and Clickshare (SM) does this automatically.

Clickshare (SM) is a transaction clearing system, like a credit-card network, which will pay writers royalties and publishers commissions for selling writers' work. Revenues for these payments will come from users who may purchase works by subscription or by the "download." It works economically for transactions of as little as 10 cents.

"Clickshare (SM) conforms exactly to adopted standards for the World Wide Web and does not require proprietary user browser software to operate," says Densmore. "We want Clickshare to be universal in its operation."

The company announced that it is beginning private alpha testing of the software with a handpicked group of content partners.

With Clickshare (SM), authors and artists retain their copyright and physical control of their works, selling it "by the click" or by subscription to users or publishers, with publishers receiving a commission for marketing the works.

As with a traditional syndicate, the author can thus market work through many publishers. But unlike a traditional syndicate, the author is able to precisely track how many people read, view or hear a work -- and charge accordingly if desired.

"Our Newshare Syndicate shifts the balance of economic power away from huge publishers and back to the original creative talent," says Densmore. "And our Clickshare (SM) system is an open standard which can be used by other digital syndicates besides our own."

The Clickshare (SM) registration, validation, personalization and micro-transaction process service requires

Clickshare(sm) software operating on Internet server computers where an author or artist posts their work as well as on the server where the prospective reader has an account. However it requires no special end-user software.

By enrolling with a Clickshare (SM) site, Web users can then read and purchase content at all other Clickshare-enabled sites worldwide. The Clickshare (SM) system economically tracks and charges their information purchases -- as little as five cents per download -- back to their "home" Clickshare (SM) site.

For example, a subscriber to a newspaper in San Jose, Calif., might wish to read a music review by a writer who lives in Massachusetts. If both the newspaper's and the writer's Internet connection are Clickshare-enabled, the subscriber can purchase the music review without having to separately register with the Massachusetts author.

Yet, the Massachusetts author is assured of payment, and the San Jose newspaper receives a commission for making it possible for its user to purchase a column from afar. Other newspapers worldwide participating in Clickshare (SM) could also link their readers to the music columnist and each would receive a commission when their reader "buys" a column.

Both the newspapers and the writer then receive monthly reports of how many people have read the column. They also receive monthly payments -- royalties for the writer, commissions for the referring newspapers. The papers charge their users a "per-click" charge or a subscription fee. Newshare Corp. receives a small transaction fee for each purchase, much like a credit-card company, to cover the cost of the tracking mechanism.

"Clickshare (SM) acts as a broker of original work, not an owner," says Densmore. "Physical and copyright control remains completely up to the owner, who can manage it personally or delgate it to us or a third party."

A writer may choose to permit the Newshare Syndicate or other Clickshare-enabled syndicates to negotiate rights on his/her behalf when content users request publication, reposting or other distribution rights beyond a single browse. Or the writer may choose to simply attach a notice to his/her work advising that use for other than browsing requires their permission and purchase via Email or some other method.

Clickshare (SM) server software for publishers and Internet Service Providers will be available for free 90-day evaluation by sending a request to beta@clickshare.com. A detailed description of how Clickshare (SM) works is available by autoreply to clickshare@clickshare.com. For additional marketing information send a request to mail@newshare.com. For complete information about Newshare Corp. visit the company's web site at: http://www.newshare.com

* "Newshare" and "Clickshare"

are registered service
marks of Newshare Corp.*

FOR MORE INFORMATION CONTACT: Newshare Corp., One Bank St., Williamstown MA 01267. (413) 458-8001 (Bill Densmore or Lynn Duncan) or -- nights -- (413) 458-8667.

ATTACHMENT B

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## THE CLICKSHARE(sm) SYSTEM: AN OVERVIEW AND SUMMARY

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The Clickshare(SM) system provides the first Internet-based protocol for charging access to information on a per-request (per page) basis among MULTIPLE, UNRELATED content bases. Information may reside on different Internet servers and be be provided to users regardless of their browser software.

Clickshare is designed to allow independent publishers to exchange content among their individual subscriber users on a charge-per-page or subscription basis. Users get one-bill access to a world of content and may pay by the page or in bulk; new-media publishers can "sell" their content not only to their own users but to each other's as well.

### Overview

Clickshare is a way to both validate users and exchange user-preference information among a widely-distributed, independent base of information providers. Clickshare(SM) is a system which can be applied to a variety of information distribution needs, including copyright sale and protection, database access, targetted records distribution/sale and the distribution/sale of downloadable software ("applets"). It can also be used for collecting marketing, demographic or access information seamlessly from multiple web sites.

### Using Clickshare(SM): The Newshare(SM) concept

Newshare Corp. itself is applying its Clickshare(SM) technology to the problem of distributing local news worldwide on a charge-per-page basis. Newshare terms its information partners Publishing Members and each has its own group of users. These users, whom Newshare refers to as User Members, have each established a suite of preferences about how their information is to be delivered. These preferences are stored with the user's "home" Publishing Member. Each User Member maintains only one billing relationship -- also with the "home" Publishing Member. We speak of a Universe of Clickshare-enabled content, the sum of all the information provided by all the Publishing Members. Using Clickshare, the Publishing Members share users -- that is, give the users access to this universe -- while simultaneously respecting each user's preferences and "settling accounts" for all information transactions by these users. The Newshare Syndicate creates a marketplace for free-lance writers, artists and other small content providers to sell their work direct-to-users.

The Clickshare(SM) system operates transparently to users to:

* allow a new user into the system
* validate each request made by a user
* invalidate a user (end a user's "session")

Each time a user makes a request for information (by selecting a hypertext link in his/her Web browser), the Publishing Member obtains from Clickshare(SM) preference information for that user provided by the user. With this information in hand, the Publishing Member knows that the user is valid and can return to the user information tailored to the user's preferences.

The Clickshare(SM) system records all information transactions for the later process of settlement. At this time, the content provider receive a royalty for individual "sale" of pages of information; the user is charged; and the user's home Publishing Member receives a commission. Clickshare also collects a transaction fee.

## A session example: The key is anonymity

Let's follow a user through a typical use of his information service. When you proceed to the live demonstration, you'll find something similar to this sketch.

John decides to read the news after work. He opens a session with his "home" Publishing Member using World Wide Web software of his own selection (and internet service support of his selection, too). He opens this session by requesting his own "homepage" at his "home" Publishing Member's Web site. This causes the Publishing Member to check with Clickshare(SM) to establish John as a valid user. In the process, Clickshare(SM) temporarily stores information about John's personal information preferences. This make it possible for unrelated content providers to also know -- temporarily and anonymous -- John's preferences. But the unrelated providers have no basis to connect these preferences to an actual person, only a Clickshare(SM) user. Only John's home Publishing Member knows who John is. This feature -- anonymity -- is an important feature requested by privacy experts.

John can thus visit any number of Publishing Members in the Clickshare universe. Each time, the information John receives back suits his preferences. Thus, no matter "where he travels" (that is, how many divergent hyperlinks John traverses) John is consistently validated to each information provider. And, he is validated transparently (that is, without the need for interruption via user/password prompt.

## Key Points About Clickshare

1. Clickshare is transparent to the user
2. Clickshare requires no special features in the Web client
3. Clickshare works within existing industry standards (as described in Internet standards documents, not simply by norm) thus imposing no proprietary modifications to the Internet environment

4. Exchange of preference and service information is enabled across independent information providers
5. Individual information providers each maintain their own base of customers
6. The user maintains one account relationship but has unimpeded access to the universe of Clickshare content.

For more information contact:


NEWSHARE CORPORATION

One Bank St., P.O. Box 367
Williamstown MA 01267
"The Internet's first news brokerage"

mail@newshare.com
voice: (413) 458-8001
http://www.newshare.com

Attachment C

clickshare
clickshare service corporation

What's new with Clickshare

**Worldwide information exchange**

---

CLICKSHARE FOR PUBLISHERS: ALL THE FACTS

GO IMMEDIATELY TO REGISTRATION

HOW IT WORKS: A DIAGRAM OF THE CLICKSHARE(sm) SERVICE

# What is the purpose of Clickshare(SM)?

Imagine returning to a day when making a long-distance telephone call required that you talk to an operator. Or suppose each time you wanted to chat with an aunt in Popperville you had to give credit-card information to three different phone companies to handle your call.

Now imagine if you were asked to provide your credit card each time you "linked" to a new resource on the Internet.

Clickshare(SM) has been designed to avoid such inconvenience, providing a one-bill, one-standards system for the purchase and sale of information electronically which protects privacy and copyright.

Clickshare(SM) is designed to:

- Allow independent publishers to exchange content among their individual users on a charge-per-page or subscription basis, with royalties and commissions assured.
- Give consumer users one-bill access to a diverse world of content, **across multiple unrelated Internet servers**, and payable by the page or by subscription.
- Permit searching and serving of user information requests based upon predetermined topical interests the user has provided.
- Provide advertisers, sponsors and content owners with reliable, third-party tracking information about viewership on Clickshare-enabled pages containing their marketing message.
- Allow free-lance writers to sell their works direct-to-consumers or verify sales by their publishers on a "per donwload" basis.

This first document explains what the demonstration will show and how Clickshare works.

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Additional background information on why we implemented **Clickshare** is available in the form of a discussion of the problem. General information about Clickshare Corporation and Newshare Corp.'s mission are also available.

Here we provide:

- An Overview of Clickshare
- Using Clickshare(SM): The Newshare(SM) system
- A Session Description: Anonymity
- A Summary of Key Points
- A Link to the "Live Demo"


# Overview

**Clickshare** is a way to simultaneously *validate* users and *exchange user-preference information* among a widely-distributed, independent base of information providers. Clickshare(SM) is a system which can be applied to a variety of information distribution needs, including sale of copyrighted material such as news articles, access to indexed database records -- anyplace where by-the-item compensation is desirable. It can also be used for collecting marketing, demographic or access information seamlessly from multiple web sites.

# Using Clickshare(SM): The Newshare(SM) concept

Newshare Corp. itself is applying its Clickshare(SM) technology to the problem of distributing local news worldwide on a charge-per-page basis. Newshare terms its information partners **Publishing Members** and each has its own group of users. These users, whom Newshare refers to as **User Members**, have each established a suite of preferences about how their information is to be delivered. These preferences are stored with the user's "home" Publishing Member. Each User Member maintains only **one** billing relationship -- also with the "home" Publishing Member. We speak of a *universe of **Clickshare**-enabled content*, the sum of all the information provided by all the Publishing Members. Using **Clickshare**, the Publishing Members *share* users -- that is, give the users access to this universe -- while simultaneously respecting each user's preferences and "settling accounts" for all information transactions by these users.

Clickshare(SM) is not just for large publishers. **The Newshare Syndicate** creates a marketplace for free-lance writers, artists and other small content providers to sell their work direct-to-users.

**The Clickshare(SM) system operates transparently to . . .**

- **allow a new user into the system**
- **validate each request made by a user**
- **invalidate a user (end a user's "session")**

**. . . at one or many web sites, without continuous reregistration.**

Each time a user makes a request for information (by selecting a hypertext link in his/her Web browser), the information-providing Publishing Member obtains from Clickshare(SM) preference information that the user has previously provided to his home Publishing Member at signup. With this information in hand, the information-providing Publishing Member knows that the user is valid and can return to the user information tailored to the user's preferences.

The Clickshare(SM) system records all information transactions for the later process of settlement. At settlement time, the content provider receives a royalty for individual "sale" of pages of information; the user is charged; and the user's home Publishing Member receives a commission for having forwarded his users to other sites. Clickshare also collects a transaction fee.

# A session example: The key is anonymity

Let's follow a user through a typical use of his information service. When you proceed to the live demonstration, you'll find something similar to this sketch.

John decides to read the news after work. He opens a session with his "home" Publishing Member using World Wide Web software of his own selection (and internet service support of his selection, too). He opens this session by requesting his own "homepage" at his "home" Publishing Member's Web site. This causes the Publishing Member to check with Clickshare(SM) to establish John as a valid user. In the process, Clickshare (SM) temporarily stores information about John's personal information preferences. This make it possible for unrelated content providers to also know -- temporarily and anonymously -- John's preferences. But the unrelated providers have no basis to connect these preferences to an actual person, only a Clickshare(SM) user.

Only John's home Publishing Member knows who John is (in the sense of having John's demographic information). This fature of "privileged anonymity" distinguishes Clickshare from a myriad of other "user-preference" proposals -- and meets concerns of privacy experts.

John can thus visit any number of Publishing Members in the **Clickshare** universe. Each time, the information John receives back suits his preferences. Thus, no matter "where he travels" (that is, how many divergent hyperlinks John traverses) John is consistently validated at each information provider *and* each provider is able to respect John's preferences. John is validated -- and his preferences are obtained -- "transparently" to John and without undue delay caused by prompts for authentication.

# Key Points About Clickshare

1. The user maintains one *account relationship* but has unimpeded access to the universe of **Clickshare** content.

2. Exchange of preference and service information is enabled across independent information providers while maintaining user privacy.

3. Individual information providers each maintain their own base of customers and physical control of their copyrighted information to make price changes and updating simple.

4. No proprietary software must be provided to the user.

5. The continuous validation occurs transparently to the user.

6. **Clickshare** works within existing industry standards (as described in Internet standards documents, not simply by *norm*) thus imposing no proprietary modifications to the Internet environment

# Let's Get On With It

One last point. Though the goal of **Clickshare** is to be as *transparent* as possible to its actual users, this demonstration wants to inform interested people about how **Clickshare** actually works. So we're eliminating some of the transparency. Please bear with us if something seems too exposed or if we're not able to show you all the machinery you want to see. Better to address detailed questions to the author if you don't find what you're looking for.

---

**Onward . . .**

---

*author:* **Dave Oliver**, Newshare Corp. Managing Director, Technology

*email:* mail@newshare.com
*date:* 9-3-96 bd

Newshare®

**NEWSHARE QUICK LINKS TO:**

NEWS TOP / WORLD NEWS / STATE NEWS (U.S.) / LOCAL NEWS / SPORTS / BUSINESS / WEATHER / TOPICS / WHAT'S NEW / SYNDICATE / CLASSIFIEDS / LEAVE A COMMENT

Attachment D1

clickshare
clickshare service corporation

# Service Diagram

## BACK TO ARTICLE

## Key:

1. Users (subscribers) select hypertext links via any WWW browser which uses HTML 2.0 standards. The URL request is transmitted over the net as an http request. If the request is to information at the user's home Publishing Member, the user is prompted to register for the start of a Clickshare(sm) session. Following successful authentication, user freely accesses and views information.

2. Users (subscribers) to Publishing Member A select hypertext links via any WWW browser which uses HTML 2.0 standards. The URL request is transmitted over the net as an http request. If the request is to information at any Clickshare(sm)-enabled location OTHER THAN the user's home base, the remote Publishing Member authenticates the user with the Clickhshare(sm) Authentication and Transaction Settlement Service. Following succesful authentication, user freely accesses (and may purchase) information.

3. Authentication queries and replies between the Publishing Member's Clickshare(sm)-enhanced server and the Clickshare "back end" Authentication and Transaction Settlement Service are private-key encrypted. Micro-transaction settlement data, and advertiser third-party log validation (tracked by individual users) is also passed in this fashion. No credit-card information is passed across this link at any time.

4. Royalties for content sales due to the copyright-owning Publishing Member and "referral commissions" due to the User's home-base Publishing Member are settled at least monthly among the entire Clickshare(sm) Publishing System membership. Clickshare's operator, Newshare Corp., retains a transaction fee on each sale.

5. An off-net database of completed micro-transactions and usage tracking is assembled in real time by the Clickshare backend and is used to supply consumer users with a report of their account once every 24 hours upon request. It is also used to assemble and supply billing information to Publishing Members (or their designee) and advertising third-party tracking data. This database NEVER contains names of consumer users. Names are held ONLY by the Publishing Member who enrolls the user/subscriber.

## CLICKSHARE QUICK LINKS TO:

CLICKSHARE HOME PAGE | TEST DRIVE CLICKSHARE | NEWSHARE/CLICKSHARE CONCEPT | VISION 1997 | VISION 1979 | NEWSHARE/CLICKSHARE NEWS | GENERAL NEWS TOP | NEWS TOPICS | WHAT'S NEW | HOME PAGE | LEAVE A COMMENT

---

**Newshare** and **Clickshare** are service marks of **Clickshare Corp.**

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---

***Clickshare Corp. Corp.***
*75 Water St., P.O. Box 367*
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*FAX: (413) 458-8002*
*EMAIL: **corp@clickshare.com***

clickshare
clickshare service corporation
**Creating a free market for digital information**

# Charging per click:

## TV in the '50s, the 'Net in the 90s; three examples of real-world clicking and why per click will work with The Clickshare System

*By Bill Densmore*
*Clickshare Corp.*

The WWW is where television was in its infancy where there was no way to make a subscriber association between a television viewer and the programming source. And therefore it was thought that the only way to fund television programming was with advertising. That worked really well throughout the '60s and even into the '70s, until a little idea born as a technology solution to a technological problem -- cable -- forced a new paradigm on television.

Cable got its start in little towns in America, far out from metropolitan areas, where viewers wanted to be able to receive a better television signal and were willing to pay for it. As cable began to wire the big cities, and satellite technology advanced, smart programmers realized they could charge cable operators for programming and that if the programming was compelling enough, the operators could charge their subscribers for a premium channel.

That was the start of the market segmentation of television. Broadcast television remains very profitable, but it is now strictly a mass-market medium. And broadcast television will suffer in the era of disaggregated content that we are entering as "fat pipes" allow point to point communication. Television started as a sponsored model and has evolved to a hybrid model that is both sponsored and subscription.

Examing the growth of television, voice telephony and grocery purchase offers insights into the likely success of Rper-itemS purchase as the Internet matures. It shows how technology appears inevitably to result in greater consumer choice through product disaggregation.

### VIDEO TAPE RENTALS: TV PER CLICK

Now it is also possible to buy programming on a pay per view, "per click" basis both from your cable company, if it has a programmable system, and by going to the neighbor videocassette store and renting a movie. Now who would have predicted in the '60s that somebody would pay $2.50 to rent a movie for one night when they could get it seemingly for free on television? The answer is that what you pay $2.50 to view at a video store, because of the economics of the marketplace, is now typically more recent or higher quality entertainment than what you can view on advertising sponsored broadcast television. And the viewing of it can be personalized to your schedule. And that's why people are willing to pay for it whether it is delivered digitally by your cable

company direct to your home or whether you have to physically pickup a cassette tape.

## LONG DISTANCE: WHATUS YOUR NUMBER?

In the telephone industry, much earlier, it was a universal billing settlement system which allowed us to make a call from a phone connected to AT&T to another phone connected to MCI or Sprint and have the connection go through in a few milliseconds. Most of us are old enough to remember when making a long distance call even 15 miles or so would involve an intercept operator coming on the line and saying, "Your number please?" The technology was too primitive to allow the background transfer of your number for billing purposes. Now we even have universal Caller ID, for better or worse. Look at how casually we now pick up the phone and make a long distance call for which we are billed "by the bite" or "by the touch." All the charging is buy the minute in background, even though you as the consumer may pay for it with a variety of calling plans, some of them involving a flat monthly payment.

## FOOD PURCHASE: IT'S YOUR BAG, TAKE IT OR LEAVE IT

When you go to the supermarket, you don't purchase your groceries by subscription because you don't have to. Modern food distribution has made it possible for you to pick items one at a time and pay for them individually. In the 18th century, you bought in bulk and pretty much the same thing the farm family down the road bought if you didn't grow it yourself. Imagine if you went into a grocery store and went to a counter where a clerk said: RHere is your bag of groceries, it has the same contents as every other bag and the cost is $20, take it or leave it.S That is the choice consumers must make today with physical publishing. They can take The New York Times or leave it; they have no option to modify it. It is axiomatic that once the technology makes "a la carte" purchasing easy and cheap, some segment of the consuming public will demand it. Some others will still perhaps prefer to buy in bulk.

## THE HOURGLASS AND THE CYLINDER

This sort of paradigm shift can be expressed with a chart that we call the hourglass vs. the cylinder.

In the 20th Century, information has moved as if through an hourglass. No matter how many information providers or users, there was always a technological pinch point that forced for economic reasons an editing process -- the speed of a modem, cost of adding pages, or limited hours in the broadcast day. And a natural force -- call it "gravity" -- made it difficult for the consumer to send information back up the hourglass to the information provider.

In the next century, information will move about as if in a cylinder. Now bandwidth -- the "fat pipe" -- is no longer the most significant constraint. The real constraint is peoples' ability to digest the huge volume of information coming down the pipe. So users have to join more than ever with editors in deciding which information they will receive.

Actually, the cylinder should be displayed on its side. Because there is no longer any reason to depict the information provider as "higher" than the information consumer. In fact it won't be at all clear much of the time who is the consumer and who is the provider, since those roles can reverse as easily as they do during a present-day voice telephone conversation.

## THREE BUSINESS MODELS EVENTUALLY POSSIBLE

y If you look around, you can see the everything free, subscription only and pay-per-click business models already operating in electronic-information delivery.

The free model is what's most evident on the WWW right now. With vast free information from -- by Steve Outings' latest count -- 800 or more newspapers up in the last year, only now are some papers gathering the resolve to figure out how to start charging for it.

The consumer online services have for years built a user base -- although in two out of three cases arguably with

no operating profits -- charging a subscription and delivering "all-you-can-eat" service up to some hourly minimum. Of AOL, Prodigy and Compuserve the one which has shown undeniable profits was the one which had a hybrid subscription and per- item charging model -- Compuserve.

The third model, also a hybrid, is skewered toward "charge-per-click" and has been very successful for the proprietary, business-information data aggregators such as Dialog-Knight Ridder Information Services, DataTimes, Dow Jones News Retrieval, West Publishing, Lexis-Nexis, Information Access Co. and a half-dozen or so others. So there is plenty of evidence that consumers will pay for things "by the click" if they want them badly enough.

## WILL SURFERS PAY BY THE CLICK?

The perception is that consumers won't pay by the click on the Internet and the reason for that perception is that so much of the information on the Internet is largely undifferentiated. You can find wire-service reports at dozens of sites; you can find national news at maybe hundreds of sites; you can find government information all over the place. But what you won't find is some of the specialized information that's been sold routinely for years by the proprietary aggregators. And the reason you won't find it is there has been no adequate business model for charging for it.

That's changing. As of perhaps six to eight months ago, pioneered by such enterprises as First Virtual Holdings Inc., Netscape Communications Corp., Open Market Inc. and a handful of other vendors, you can now establish a web site where you can readily subscribe your users and at the very least charge them a flat-monthly rate and vend them information, keeping track of what the user views and when. Increasingly in the more sophisticated web-site management programs you can aggregate a-la-carte, per-click charges to individual pieces of information and charge those periodically to a credit card or other credit facility.

So the WWW business model has been advanced to the stage of what the traditional telephone market would look like if each of the Baby Bells and independent telcos had their own billing systems that didn't interoperate with each other. You can imagine how you would feel about that if you had your service from the State Long Distance Telephone Co. in Elkhorn, Wis., and couldn't call 40 miles to Milwaukee without opening up a second account with Wisconsin Bell. But that's where things stand today on the Internet. What's needed is a one- bill, one password system that works across multiple, independent Internet publishers that allows those publishers to share users and information easily and profitably.

## THE CLICKSHARE ACCESS AND PAYMENT SYSTEM

WeUve tried to lay out in a general way the technological and business challenges of the World Wide Web as we enter the next century. Clickshare Corp. has funded development of the Clickshare Access and Payment System because we think what's needed is a distributed user-management system which authenticates users and enables subscriptions or micropayments down to 10 cents across multiple Internet servers.

Here's a graphical depiction of how Clickshare works:

Think of Publisher A as an Atlanta newspaper and Publisher B as a Boston newspaper. And imagine for a moment that both of these papers have web sites and that in each case they enroll users for $5 a month and allow their own users "all-you-can-eat" access to basic news resources for that price. Now lets suppose a baseball fanatic in Atlanta wants to read a Red Sox pregame workup and finds a link to the Boston newspaper's story at the Atlanta web site. Click . . . the reader goes to the Boston site. But here the Boston server, in the present world, says "Sorry, access prohibited -- please subscribe." The user, faced with paying $5 for one article and starting a second ongoing $5-a-month relationship just skips the article and the Boston paper loses a "single-copy" sale.

Now consider if both newspapers were running Clickshare Web Server Software and were Clickshare Publishing Members. Repeat the scenario. Now the Atlanta readers request goes out with a digital calling card.

And that card, read by the Boston server, says, "This user is a Clickshare-enabled user and has an account at the Atlanta Clickshare member." The Boston paper sells the article for, say, 10 cents at wholesale. The reader gets his article with no additional password or challenge. At settlement time, Clickshare Corp. applies a 10 cent charge to the Atlanta newspaper's clearing account and pays the Boston newspaper 8 cents, keeping 2 cents as a transaction fee. The Atlanta newspaper to charge its user whatever it wishes. It could pass along the 10 cents, apply a 20% retail markup to 12 cents, or bundle the Boston story as part of a premium subscription package. Clickshare does not set pricing at the user level because it doesn't own the user -- the home-base publisher does.

We think our system, up and running with two trial publishers, provides three essential requisites for jump-starting Internet information commerce:

- The first is to make sure that advertisers can make apples-to-apples comparisons about identifiable users and what they are looking at across all participating web sites, much as the Audit Bureau of Circulations serves as an independent authority for verifying newspaper circulation. By authenticating and indentifying individual users, rather than machine addresses, Clickshare also make possible classes of services for admitting or qualifying user access to free sites or corporate "intranets."
- The second reason is to put in place a protocol which can move across the Internet information preferences and voluntarily-submitted demographic attributes of a user. This is essential information if the Internet's promise as a medium for personalization of information delivery is going to be realized.
- And the third reason is so that users can have the convenience of one bill and one universal ID and a "digital calling card" that with Clickshare will automatically accompany their information requests across the World Wide Web. Each time they request information from a new site, that site knows who they are, exactly where they came from, that they have good credit, and that the new site will be assured of getting paid after it vends the requested information or software.

This, by the way, does not mean that the site that's selling information has to know the name or any private demographic information about that user. It only needs an anonymous ID number of the purchasing user. And that's the way our Clickshare service is set up -- to respect user privacy and store the user's name only at the user's home-base publisher, not with any central database which we control.

---

## CLICKSHARE QUICK LINKS TO:

CLICKSHARE HOME PAGE | TEST DRIVE CLICKSHARE | NEWSHARE/CLICKSHARE CONCEPT | VISION 1997 | VISION 1979 | NEWSHARE/CLICKSHARE NEWS | GENERAL NEWS TOP | NEWS TOPICS | WHAT'S NEW | LEAVE A COMMENT

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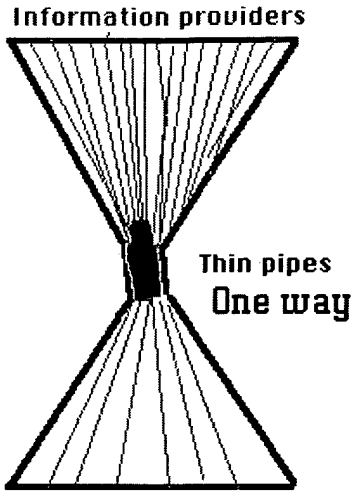
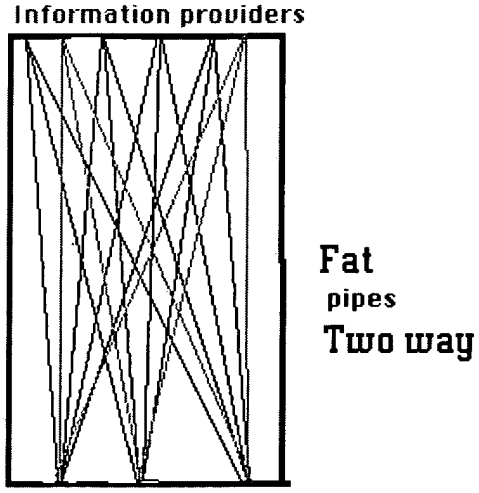
*VOICE: (413) 458-8001*
*FAX: (413) 458-8002*
*EMAIL: **corp@clickshare.com***

Information in the 20th Century




Hourglass

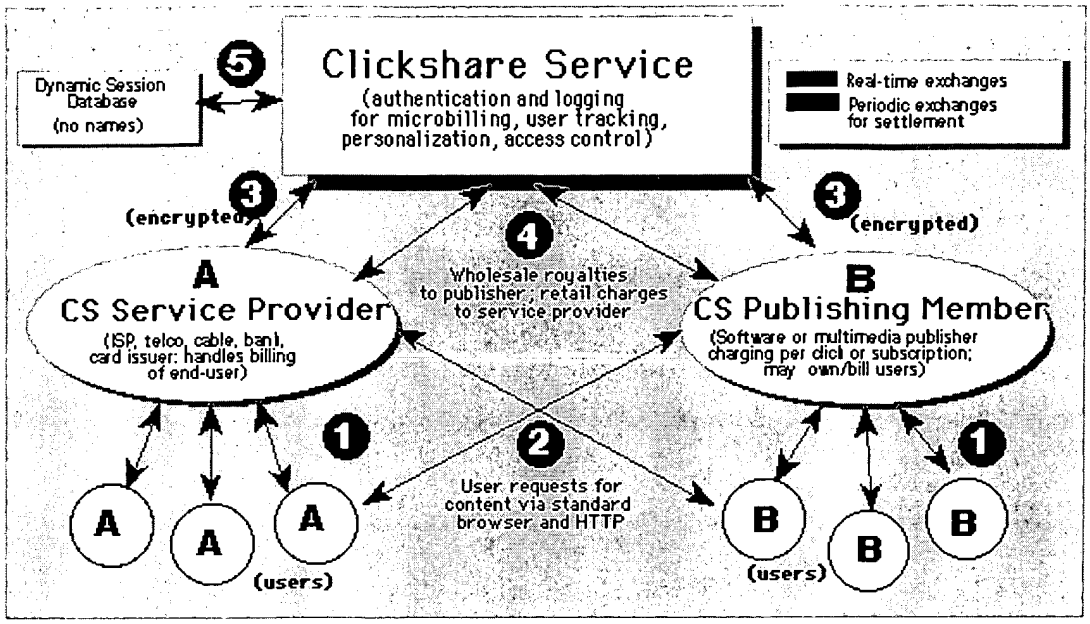
Information in the 21st Century




Cylinder

BACK TO ARTICLE

Attachment D2



Attachment E

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*The Internet's information brokerage*

# What is Clickshare(sm)?
# A Short Summary

## SYNOPSIS:

**Clickshare(sm) is a system which:**

- **(a) registers, authenticates and profiles users**
- **(b) enables third-party tracking of World Wide Web usage, and**
- **(c) makes it possible to charge by subscription or per-query for usage tracking and information transactions across multiple unrelated servers.**

**It is a core technology for building a worldwide free market for digital communications -- a true information exchange -- because it makes the sale of information in increments of a few pennies economically feasible.**

## DETAIL:

Clickshare(sm) is the platform on which the consumer of the next-century can access a free market of independently owned content yet pay for it from a single credit facility. Because it aggregates charges for monthly (or more frequent) settlement, no credit-card information -- or the name of the purchaser -- must traverse the 'net.

The Clickshare(sm) service requires publishers to use Newshare's Clickshare-enhanced HTTP server, which registers and profiles users at a single publishing site. After Jan. 1, 1996, this software is provided free under license. It is available now to qualified users as a beta product.

Our backend service network, to which content-owners must subscribe, then exchanges data with the Internet HTTP servers of Clickshare-enabled sites, validating users and tracking across multiple, unrelated Clickshare-enhanced sites all discrete page access, whether chargeable or free. This tracked data is aggregated and forms the basis of a system, much like an ATM network, for charging activity back to the credit-home of the user, clearing commissions, royalties and transaction fees.

Clickshare(sm) aggregates micro-charges for content (we believe it can be economic down to as little as a nickel per query) served to WWW users regardless of where they have their "home" credit relationship. We leave the marketing contours of the user relationship, including pricing, up to the affiliated Publishing Member.

Because it tracks known users (rather than IP numbers), Clickshare(sm) also has value as a third-party circulation/viewership auditing mechanism for the advertising and publishing industry. Clickshare preserves

users' rights to privacy however by decoupling authenticated access from specific demographic and credit information.

And because it suggests a standard registration and profiling protocol, it provides a basis for customization and personalization of information delivery according to a user- provided profile.

A diagram depicting the Clickshare(sm) system may be viewed at:
http://www.newshare.com/News/chart.html

For a more detailed text description of Clickshare(sm) benefits and operation, visit:
http://www.newshare.com/Clickshare/overview.html

Our archive of press releases is at:
http://www.newshare.com/News

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## NEWSHARE QUICK LINKS TO:

| NEWSHARE/CLICKSHARE CONCEPT | VISION 1997 | VISION 1979 | NEWSHARE/CLICKSHARE NEWS | NEWS TOP | TOPICS | WHAT'S NEW | HOME PAGE | LEAVE A COMMENT

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*EMAIL: **mail@newshare.com***

Attachment F

Clickshare®

# Building a free market for digital information

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## Audience Measurement with the Clickshare Service

**Interactive Newspapers '96 Conference**
**February 22, 1996**
**San Francisco CA USA**
***After Monday, a copy of this presentation will be available on-line at:***

**http://www.clickshare.com/kelsey/**

***A demonstration of the Clickshare Service is available at:***
**http://www.clickshare.com/tryit.html**

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# Audience-measurement challenges

**Privacy vs. identified user**

- Profiling for personalization
- Marketing demographics
- Content financing (subscription, per item, sponsored)

**Data quality**

- standardized ("apples to apples")
- independently auditable (like ABC, BPA)
- cross-server, cross-site
- tie to credit relationship

**Data control and access**

- Who owns/controls "visit" and profile information?
- How can it be used?
- Where are names/addresses stored?
- Where are access ("visit") or billing records stored?

**User interface**

- Registration required: But how?
- How many extra steps, how often?
- Intrusive or background?

Newshare®

# Mission statement (10-94):

**To create an electronic brokerage for the . . .**

- ***profitable*, multi-media sharing of information and users**
- **among independent publishers**
- **on a subscription or charge-per-query basis**

**which is . . .**

- **based on open standards,**
- **is customizable,**
- **gives users a single "access-point"**
- **and leaves publishers in control of their user base.**

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clickshare service corporation

## MISSION:

Make the Internet the **easiest** and **best** way for consumers to obtain the quality information products they want.

- **EASY** -> one-ID, one-click simplicity
- **BEST** -> a free market among independent publishers
  - open pricing model
  - Subscription, free or "by click"
  - Levels of advertising intrusion
  - Data tools for personalization
  - A new way to direct market: Pay-per-view ads
  - User management, not digital cash

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# What IS Clickshare?

**The Clickshare Access and Payment Service is free-distribution Web server software and a member-only backbone service which work together to authenticate users across multiple, independent Internet sites. The system tracks user movements anonymously and aggregates their microtransactions to a single bill managed by the user's "home-base" publisher.**

**Clickshare is working in alpha now at: http://www.clickshare.com/tryit.html. Settlement of micropayments will begin by QT3, 1996.**

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# What Clickshare DOES do

1. **Allow independent publishers to share users/information across multiple sites**

2. **"Session"-oriented user authentication**

3. **Validation of user to multiple sites with a single ID**

4. **Real-time, off-site aggregation of user page access for:**
   - Verifiable third-party audience measurement
   - Micro-transaction enablement

5. **User profiling and optional serving of custom information:**
   - By service classes (sub-networks)
   - By expressed topical interests

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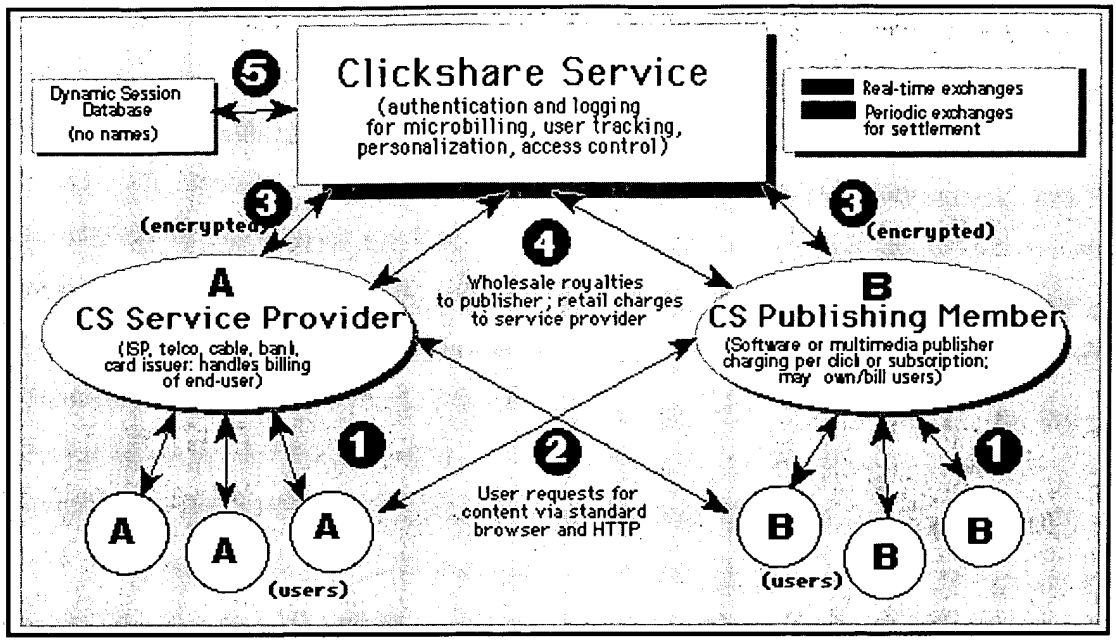
# What Clickshare DOESN'T do

- **Demographic-analysis reports**
  - Seek to interoperate with and "vend" data to: Group Cortex/Interactive Alliance, I/Pro, WebTrack, Netcount, others
- **Enable (or disable) "secure credit-card transactions"**
  - Other credit relationships possible: Telcos, direct check
- **Apply charges directly to consumer accounts**
  - Consumer relationship -- including pricing, billing -- "owned" by publisher
- **Sell demographic information without permission**
  - Clickshare doesn't "own" it; publisher does



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# Publisher/system vendor benefits:

**Publisher "owns" users**
- User demographic data local; page-access data systemwide.

**Distributed information, copyright**
- Information resides locally; available globally; copyright preserved

**Shared transaction settlement automated**
- Near-automatic sharing of users/revenues with other publishers

**Audience-measurement facility built in**
- Provides "identifiable user," apples-to-apples measurement for multiple enabled sites

**System architecture scalable**
- Authentication/tracking/settlement backend expands to redundant, worldwide servers

**Multi-vendor, multi-source elements**
- Serving, database, billing, settlement, audience-measurement, content.

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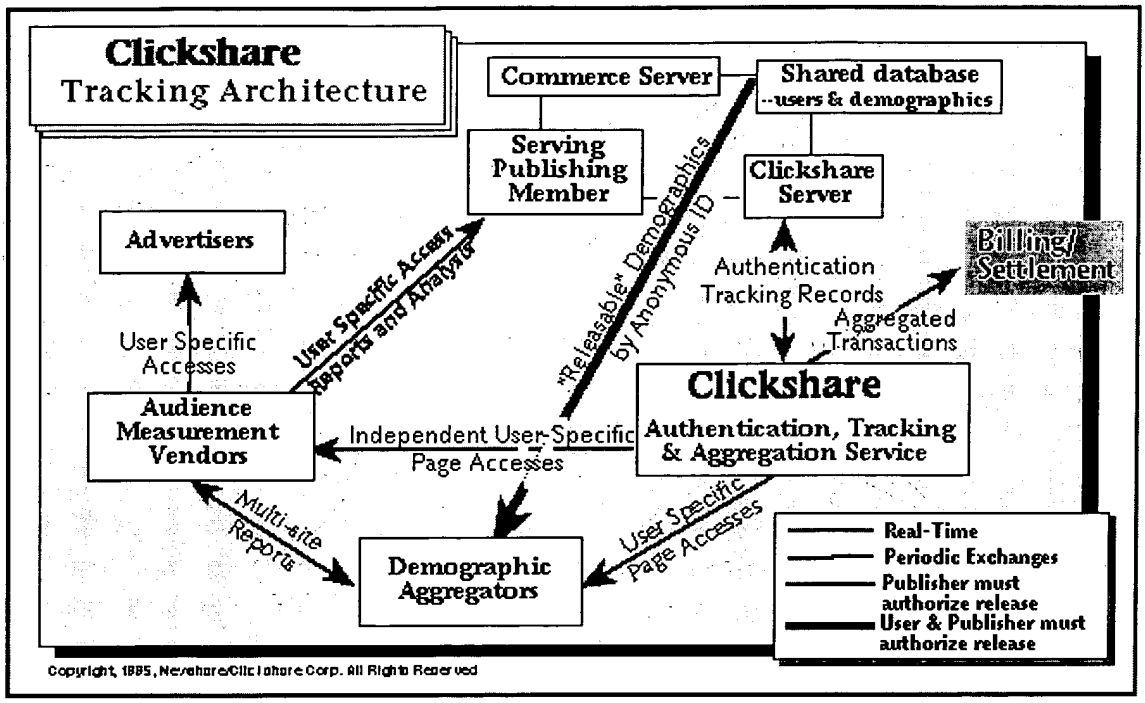
## Clickshare Tracking Architecture

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# What Type of Tracking Data Available?

**Information about User**

- universal user ID #
- home publisher ID #
- user's host address
- session ID #
- service class
  - page count delivery limit
  - service priority
  - page value class limit
  - customer group
- preference flags
  - content access privacy
  - premium charge notification
  - parental discretion / adult content
  - advertising sensitivity

**Information about Resource Requested**

- content publisher ID #
- URL
- time/date
- page value class
- content length

# Factoids

**Provides aggregated census by identifiable user**

Access to Clickshare-enabled content, free or charged-per-query, is aggregrated at the Clickshare Transaction Logging Facility keyed by user ID, organized by "home" publisher, grouped by settlement period

**User ID number, Publisher ID number are globally unique**

The tuple |userID|+|home publisherID| is globally unique within the Clickshare universe, and can be used for access to any Clickshare-enabled site.

**User ID is (almost) globally anonymous**

The user's personal and financial information is stored only at the user's designated "home" publisher or access provider. Only the home publisher or access provider can "link" the ID with the demographic information.

**Clickshare never sees user names**

All logging and transaction settlement done by Clickshare use only the user ID and home

publisher/provider association. All matters that require access to user demographic information (billing, e.g.) are handled by the home publisher/provider.

**Only user authorizes use of demographics**

The user must authorize the release of demographic and financial information by the home provider.

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# What are the benefits to advertisers?

**True third-party validation of Web usage**

The Clickshare Transaction Logging Facility maintains a separate transaction record for each access off-site and out of the control of the originating server. Clickshare is not dependent on the integrity of local server logs.

**Systemwide identification of individual users**

Clickshare-enabled users have a globally unique identification number which is valid throughout the Clickshare universe. Full differentiation of "eyeballs" is possible. Access periods are also segemented into "sessions" (which are "enforced" by a well-specified limit on authentication validity).

**User-centric (not site-centric) tracking**

Access records are stored at the Clickshare Transaction Logging Facility keyed by global user ID and home publisher/provider ID. The **path** of single user's access to **any** Clickshare-enabled site during any given access session is easily accessed. Currently, this multi-site log is aggregated in real-time.

**Usage data aggregated independent of demographic data**

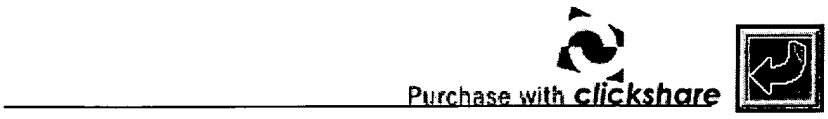
Clickshare Corporation maintains no permanent database of users or their demographic information. Usage of any Clickshare-enabled service is tracked by anonymous (but globally-unique) identifier, keyed to the provider who maintains the billing relationship with that user.

**User validated by credit relationship**

- The "financial architecture" of the Clickshare Service provides a high likelihood that users of the service are "credit-qualified". This reduces the likelihood of "phantom" users.
- The Clickshare Service provides a well-defined **Test Drive User** service class for users who wish to try the service on a demonstration basis. usage by such users is tracked in a similar fashion.

**"Local Control" of Demographics, topic interests enabled**

The user's home publisher/provider controls access to the user's demographic information by third parties, with consent of the user.



# What are the benefits to consumers?

**Single relationship with "most-trusted" publisher/provider**

- local news organization
- national publisher (magazine, newsapaer, broadcaster)
- topic-specific content service
- Internet service provider or telco

**Single ID access to universe of resources**

**Personal privacy respected**

- Demographics, topical-interests stay with "must-trusted" publisher

**Single-bill access to chargeable information**

**Personalization starting point**

**Market-oriented fee structure**

- free content (subsidized access)
- subscription (partial subsidy)
- per-query charging (no subsidy)

# Clickshare transactions database

***Built in real time, maintained off-net***

## What does it contain?

- URL, date, time of page/script accessed
- Anonymous user number
- Content-owning Publishing Member ID number
- User-owning Publishing Member ID number
- Page price value
- Service class designator
- Session identifier
- Other open datablocks could carry:
  - *Releasable demographics*
  - *Topical preferences*

# What can be included in Publisher ID?

**Sub-Network membership**
Hypotheticals: NCN, Infinet, CCC, "private clubs", "intranet"
**Content class**
Topic, news, sponsored, advertising, archival
**Geographic locus**
Country, region, state, zip, census tract

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# Unresolved service issues

**Records ownership**

May Clickshare sell records of anonymous user access to specific publisher's pages?

**Referral fee -- retail markup**

Retail markup rate must be established by publishers, not by Clickshare

**Data exchange**

Transfer methodology/protocol standard to third parties (audience measurement, demographic aggregators) unsettled:

- TC/IP via Interent?
- Proprietary wire?
- Physical medium?
- Working with The Interactive Alliance, I/PRO, others

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# Standards Recommendations

**URL-naming protocols for:**

- Content type
- Ad content
- parental option Y/N

**Connection information**

Standards-based protocol for maintaining "state"

**Website classification**

UPC- or library-style numerical coding

FIRST STEP: Clickshare alpha includes publisher identifiers, service classes

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## STATUS: Clickshare Access and Payment System (CAPS)

---

- **Demonstration operational since October 1995**

  - Two publishers now testing
    - ACH settlement began testing Feb. 21
  - **Clickshare Web Server available for the most-common Unix(tm) platforms**
  - **Alpha testing underway**
  - **Beta testing expected 2Q 96**
  - **Basic authentication, registration, personalization**

### Publisher Enrollment Packet available at:

http://www.clickshare.com/pubpack/

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## Clickshare Access and Payment System (CAPS): Status

---

**Clickshare Web Server available for the most-common Unix(tm) platforms**

- including Linux on Intel Pentium hardware; Sun Solaris; DEC Alpha
- current web server is a "reference implementation" of client side of Clickshare service and is designed to be ported to other server architectures.

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## STATUS: Clickshare Access and Payment System (CAPS)

**Alpha testing underway**

- no transaction settlement enabled
- small number of content and technical partners (less than 15)
- service class and page value class parameters being solidified

**Beta testing expected second quarter 1996**

- transaction settlement to be enabled
- larger number of content and technical partners (up to 50)
- access information to be provided to audience-measurement community through Interactive Alliance and others

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## Clickshare Access and Payment System (CAPS): Status

---

### Basic authentication, registration, personalization

- Clickshare, during alpha and beta deployment phases, will use HTTP "Basic Authentication". Further development of user authentication protocols is being closely monitored.
- A standardized (but locally customizable) registration regime is available
- Basic personalization - based on usage preference flags only - is enabled

## Publisher Enrollment Packet available at:

http://www.clickshare.com/pubpack/

# Building a free market for digital information

*After Monday, a copy of this presentation will be available on-line at:*

**http://www.clickshare.com/kelsey/**

*A demonstration of the Clickshare Service is available at:*
http://www.clickshare.com/tryit.html

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**Building a free market for digital information**

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# Recent Clickshare press releases

Attachment G

## Clickshare Closes In On Internet Microtransactions and Measurement

WILLIAMSTOWN, Mass., March 18-- Two publishers have begun trials of a unique technology allowing Internet micropayments by the click, said Clickshare Corp. Monday.

The Clickshare Access and Payment System gives users a "digital calling card" allowing them to charge purchases from publishers at many websites to a single account. It also tracks visits to advertiser-supported pages and supports authentication for "intranets".

Initial publishers are:
* *Studio Briefing*, a daily entertainment industry news intelligencer.
* The writer-owned *American Reporter* calls itself the Internet's first digital-only daily.

Multi-site user authentication is now operational. Customers starting at Clickshare Try It can register at either Web site, which becomes their "home". They can then use the other site during a session without being prompted for an ID or password.

"Soon we'll be able to offer publishers a new revenue stream -- selling each others' information for as little as a dime per click, seamlessly exchanging royalties," said Bill Densmore, Clickshare chairman and CEO. "Clickshare creates the opportunity publishers have been waiting for -- the ability to get paid."

Customers make payment arrangements off-line, so no credit information crosses the Internet. During the second quarter of 1996, after testing of the micropayment settlement infrastructure ends, users will be able to buy pages from multiple sources, with publishers getting aggregated sales information and users getting periodic single-account billing from their home publisher.

"We've been careful not to announce 'vaporware'. Though we're still in development, we're far enough along -- technically and with potential strategic partners -- to present Clickshare as an option for online businesses," added Densmore.

Clickshare's focus on microtransactions (purchases of information, software "applets," and other data typically priced under a few dollars ) means it is complementary, not competitive, to other e-cash systems, said Densmore.

"Clickshare, operating across multiple unrelated sites, working with any browser, and requiring no central database, also provides an ideal verification utility to track web audiences for advertiser-supported pages, with low impact on personal privacy," says Densmore.

Massachusetts-based Clickshare was spunoff from Newshare Corp. in December. It is privately funded and is in negotiation with strategic equity partners.

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MEDIA INQUIRIES:
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or Bill Densmore or Lynn Duncan, 413/458-8001 <corp@clickshare.com>

# Newshare Corp. Joins Ad Industry's Interactive Alliance; Says Its Clickshare System Will Support "CASIE" Guidelines

WILLIAMSTOWN, Mass., Nov. 13 -- Newshare Corp., developer of the Clickshare tracking and transaction system, said Monday it had joined the Interactive Alliance, an advertising-industry consortium developing Internet audience-measurement standards.

The company also said it will support privacy and other guidelines contained in an industry white paper developed by the Coalition for Advertising Supported Information and Entertainment (CASIE). CASIE's members control the majority of the $150 billion U.S. advertising market.

"The addition of Clickshare adds strength to The Interactive Alliance," said Marshall L. Snyder, executive vice president, Arbitron NewMedia and an alliance founder. "Their business proposition has the potential to generate large numbers of identified web users."

Newshare Corp. is alpha-testing its Clickshare system, which enables Internet publishers to cooperate in generating and sharing content revenues. The absence of a micro- transaction information standard has prevented many publishers from using the World Wide Web so far.

Under Clickshare, each consumer chooses a most-trusted publisher to whom to identify himself/herself and Clickshare will never see the names. That publisher and user determine how the user's name and demographic information may be used.

## Simplifying information access

Clickshare enables the anonymous tracking of individual users as they jump among unrelated Internet sites, and offers a facility to settle information transactions down to as little as 10 cents. Clickshare requires no special user software and simplifies user access to information by rendering multiple registration at Web sites unnecessary.

"The Interactive Alliance has already brought together so much of the industry in acknowledging common principles, it will make our job easier to bring about publisher cooperation," said Bill Densmore, Newshare's president. "And the CASIE working group principles strike a laudable balance among marketing requirements for a user census, the consumer's need for ease-of-use and democracy's need to assure personal privacy."

CASIE is a joint project of the Association of National Advertisers and the American Association of Advertising Agencies with the support of the Advertising Research Foundation. It seeks to define a universal standard for third- party verification of audience claims by Web publishers which gathers uniform usage data about individual users, while respecting their privacy.

"Audience measurement efforts which adhere to the CASIE principles should help grow interactive media and benefit all those involved, including advertisers, media buyers and sellers," said Judy Black, senior partner and director of the BJK&E Interactive Group and also the chair of the CASIE research subcommittee.

## What is the Alliance?

The Interactive Alliance is working to assemble the most comprehensive and definitive ongoing database on worldwide interactive media use. It was formed in 1995 by Next Century Media Inc., and The Arbitron Company. Other consortium members, in addition to Newshare Corp., now include Interse, McCollum Spielman Worldwide and MarketCast.

The Audit Bureau of Circulations and its technical support affiliate, WebTrack, have agreed to be participants in

the work of The Alliance. Representatives of over 40 other industry organizations have agreed to participate as alliance advisors.

"Clickshare and The Interactive Alliance share a philosophy of cooperatively lifting the Interactive lake to raise all ships," noted Bill Harvey, president and CEO, Next Century Media. "It turns out that the Internet, which arose like topsy with no central direction, can become a more valuable business for content providers and advertisers by the same process of decentralized collaboration."

The advertising and publishing industries are struggling to reach a technology and consensus for the measurement and tracking of World Wide Web usage. The Newspaper Association of America has convened a Nov. 14 summit in Dallas so that major publishers and system vendors can discuss audience measurement principles. Newshare is among invited participants in the summit.

**About the participants**

**Newshare Corp.** was founded in September 1994 by a veteran publisher, a university technologist and a marketing executive as the Internet's first news brokerage, with a goal of building a free market for digital information among independent publishers and their users. Its first product is Clickshare. Williamstown, Mass.-based Newshare is privately funded.

**Next Century Media Inc.** is a team of advertising and media-research executives committed to maximizing the effectiveness of Interactive media worldwide for advertisers, agencies, network operators, content providers and consumers. Next Century Media clients include advertisers and agencies collectively representing over $23 billion in annual advertising investments, plus a large number of network operators.

**Arbitron NewMedia**, a unit of the Arbitron Company, was established in 1994 to provide a wide range of survey research, consulting and methodological services to the cable, telecommunications, direct broadcast satellite, online and new media industries. The Arbitron Company is a media information firm providing services to broadcasters, advertisers and agencies. The Arbitron Company is a division of Ceridian Corp.

**NOTE TO EDITORS:**
The Newshare document, "Key Points About Clickshare, CASIE and Audience Measurement," is available at:
http://www.newshare.com/News/audience.html
The "CASIE Guiding Principles of Interactive Media Audience" are available at:
http://www.commercepark.com/AAAA/bc/casie/guide.html

**FOR MEDIA INQUIRIES:**
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Other inquiries to Bill Densmore, President, (413) 458-8001 <densmore@newshare.com>
**Arbitron NewMedia:** Thom Mocarsky, (212) 887-1314.
**Next Century Media:** Bill Harvey, (914) 255-2222 or (415) 331-0389.

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*This page (http://www.clickshare.com/pubpack/releases.html) last updated 18 March 1996*

Purchase with clickshare

# Key Points About Clickshare
# CASIE and Audience Measurement

Clickshare establishes a relationship between World Web Web users and a most-trusted publisher, called the Clickshare Publishing Member. The user registers his name and credit information with this home-base publisher, and all access to Clickshare-enabled content throughout the Internet is then billed to the account the user maintains with his/her home-base publisher.

The home-base publisher, with the user's permission, may use tracking and billing records for demographic and marketing purposes. But under Clickshare, allowing simple, Web-wide access to information does not require a Web-wide names database.

"Within Clickshare, users are known to all publishers merely as a permanently assigned random number," says Bill Densmore, president of Newshare Corp., which developed the Clickshare system. "Only the user's home-base publisher the one place where the user must register is able to match that random number to a real name and real person."

Besides an assurance of privacy, Clickshare gives users simplified, one-password access to distributed information, both free and chargeable.

For content providers whether online services, traditional publishers or new-media enterprises the result is a universal user base and a system for selling small bits of information without shipping sensitive credit-card information across the Internet.

"Anyone who now uses the Internet regularly is familiar with the routine of trying to remember multiple IDs and passwords at differing sites," said Densmore. "Unless we develop an open standard, the situation will get worse as more publishers move to restrict information access to subscribers, members or one- time buyers. Clickshare's unified, free market can replace an increasingly impractical system of multiple passwords and credit relationships. It permits digital information to be independently owned but commonly obtained."

And for advertisers, the result is a system for collecting standardized usage and demographic data for aggregate analysis a way to obtain third-party validation of publisher's claims and make apples-to-apples comparisons of Web sites.

"Clickshare can aggregate user activity at multiple Web sites, giving advertiser's the specific-user information they critically need, yet do so without the threat of unauthorized release of a user's identity," says Densmore.

Densmore, Newshare's president, ticked off the following relevant points about the Clickshare Publishing System:

- No central names database. Clickshare publishers assign a number to each user. But the association of that number to a specific name is known only to the user's home (billing) publisher. There is no Clickshare-wide, central names database. Giving each user an anonymous ID which works across all Clickshare-affiliated sites satifies CASIE recommendations for user privacy with the ability to measure activity of identifiable, individual users over time.

- Demographic information voluntary and local. At registration, users may voluntarily submit demographic

information about themselves. However, this information never travels beyond their local- or topic-specific home publisher without the user's permission.

- Key information for advertisers. Clickshare makes it possible for hundreds of publishers to collaborate in supplying aggregate, anonymous information about WWW usage at multiple locations. Advertisers can make apples-to-apples comparisons about market reach and effectiveness. This satisfies the CASIE guideline for "total medium measurement."

- Single ID convenient for users. By combining registration, tracking and transactions in a single, distributed approach, Clickshare enables users to buy information at many sites while having to log in only once per session, and maintain a registration at only one site." This satisfies the CASIE guideline for methods which "require the least effort" on the part of consumers.

**DIRECT COMPARISONS TO CASIE GUIDELINES**

Some other comparisons between the CASIE guidlines and Clickshare, according to Densmore, include:

- CASIE says some interactive advertisers "appear prepared to evaluate these media solely on the basis of leads and sales measures." Accordingly, a system such as Clickshare which combines both tracking and transaction settlement in one data set appears ideal.

- CASIE says "a consensus is emerging that the only way to recoup" investments in new media is "to combine consumer fees with advertiser expenditures." Clickshare leaves the relationship between subscription fees, advertising revenues and per-query charges completely in the hands of publishers.

- CASIE says that third-party measurement "should be taken by objective third-party research suppliers and not by the medium being measured." This suggests that obtaining and analyzing server logs from a publisher does not constitute third-party measurement. Clickshare acquires access records in real time for identified users and stores these records away from the publisher's site where tampering is unlikely.

- CASIE says the party responsible for audience measurement, in order to assure objectivity, should have "no vested interest in the outcome" of measurement data. Clickshare(sm) sells neither hardware nor software and has no vested interest in the success or failure of a particular Web publisher since it is paid based upon transactions, not advertising revenue.

**The "CASIE Guiding Principles of Interactive Media Audience," are available at:**
**http://www.commercepark.com/AAAA/bc/casie/guide.html**

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## NEWSHARE QUICK LINKS TO:

| NEWSHARE/CLICKSHARE CONCEPT | VISION 1997 | NEWSHARE/CLICKSHARE NEWS | NEWS TOP | TOPICS | WHAT'S NEW | HOME PAGE | LEAVE A COMMENT

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# Clickshare Publishers Packet

Attachment H

**The files listed below provide a basic introduction to Clickshare. Each linked item is a separate document, and printed out (which we encourage) they come to about 40 pages.**

## • What is Clickshare?

(NEW) Clickshare intro for users
(NEW) The Clickshare step-by-step workout
Selling and tracking information on the World Wide Web
Clickshare benefits to publishers and advertisers
Clickshare key points
What Clickshare costs publishers
Clickshare FAQ (Frequently Asked Questions -- somewhat out of date) (35K)
Clickshare in the news (index and excerpts) (32K)

## • How does Clickshare work?

How Clickshare works (non-technical)
Technical requirements to run Clickshare on your server
(NEW) Sample reports and log files show Clickshare at work
(NEW) Technical FAQ (16K)

## •How does a publisher enroll?

Terms of enrollment for Publishing Members
Software license and alpha non-disclosure agreement

## •News and people

Clickshare press releases
About Newshare and Clickshare Corp.
Who's who at Clickshare

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Publishing inquiries to Bill Densmore, Chairman: < corp@clickshare.com>
Press inquiries to Felix Kramer, Marketing Director: < felix@clickshare.com>
Techical inquiries to David M. Oliver, Managing Director-Technology: < dave@clickshare.com>

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*This page (http://www.clickshare.com/pubpack/index.html) last updated 24 August 1996*

# Terms of enrollment for Clickshare Publishing Members

Attachment I

A publisher or other owner of copyrighted content must obtain a licensed copy of the Clickshare-enhanced server software. This software is available for free from Clickshare Corp. and may also be bundled with commercial Internet server products. This enha nced server permits user registration and profiling at stand-alone sites.

To use the cross-server validation, third-party auditing (access-tracking) and transaction processing facilities of Clickshare, the publisher must become a member/licensee of the Clickshare system. This enables the receipt of royalty payments for the publ isher's copyrighted content accessed by Clickshare-enabled users worldwide -- and the payment of commissions to you when your users purchase content from other Publishing Members. The member/license charges include:

- A one-time member enrollment and system license fee of $1,995 .00.
- An annual fee of $3 per user the publisher enrolls in the Clickshare system (payable quarterly). These fees will be scaled for publishers with over 10,000 users.
- A maximum transaction fee of 20% for each information purchase executed via the Clickshare system. This fee is charged monthly by Clickshare to the Home Publisher Member of the enabled user and may be applied to the user's account or absorbed by the publisher.

Clickshare system membership also includes:

- The right to link to content of other Clickshare Publishing Members (but not to publish in print form), per the Publishing Member Ageement.
- Support software -- Common gateway interface (CGI) scripts, HTML files and auxiliary programs to assist in the management of your WWW server.
- A 10-25 word factual description of the Publishing Member's copyrighted content at the Newshare Common Resource Center, accompanied by a hypertext "link" that will automatically connect the user to that content, wherever it is located.
- A subscription to the Clickshare-UPDATE email newsletter which provides current-awareness on the interactive marketplace plus a way to exchange ideas with other Publishing Members.

A Clickshare(sm) publisher may optionally apply for membership in the Newshare Service, guaranteeing status as a "preferred link" on Newshare Common Resource Center Topics pages and qualifying the Publishing Member for possible selection as a lead topic-s pecific or geographic-specific information resource.

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*This page (http://www.clickshare.com/pubpack/terms.html) last updated 22 March 1996*

# The Clickshare step-by-step workout

The best way to understand Clickshare is to try it-- it's less complicated than explaining it. This page walks you through.

To keep track of where you are, we suggest you keep it open as a separate browser window as you step through the registration and subsequent clicks. If it's easiest for you to print it out, you'll be able to type in the URLs shown -- they all begin with <http://www.>.

This page becomes your "jumping off" point three or more times. (You can open a New Web Browser window and then Open Location, copying and pasting in the URL from this page -- or your browser may enable you to do this by holding down your mouse button until you get the chance to open a "New Window With This Link".)

1. TRY to get access to the buy-by-the-click content at the Clickshare Publishing Members List <clickshare.com/cs/pm-reference.html>.
   RESULT: surprise: you weren't allowed in! (Don't take us up YET on the offer at the "authentication required" page to register.)
2. TRY to get pages from our interim mirror site for The Christian Science Monitor <clickshare.com:8088/>. (Jump off again from here.)
   RESULT: Note that there are no live URLs on that page.
3. CLICK on the Test Drive button.
   RESULT: now the page reloads with all the links accessible. Though you haven't fully registered with The Monitor, you're now an identified anonymous Test Driver, and you can travel through the site. (NOTICE the Clickshare "token" that is now attached to each URL request that shows in your browser window.)
4. CHECK OUT pages at other Clickshare Publishers that are accessible to Test Drivers. Do that by following links from the Monitor's page rather than from here. Click on the "Breaking News" link at the very bottom of The Monitor's home page; then click on "Other Clickshare Publishers" and go to Studio Briefing or American Reporter. (Warning: SB page is small, AR page can often run over 200K.)
   RESULT: as a Test Driver, you can get yesterday's edition (as you will see if you try it, you have to be fully enrolled in Clickshare to see today's chargeable edition -- that's the next step.) You can close the window you've been using to browse as a Test Driver, and "jump off" from here to a new window for the next step.

5. SIGN UP for Clickshare Registration <newshare.com/cgi-bin/cs-signup> at Newshare Corp. Give your credit card info online or by phone. Make a bookmark to the log-in URL.
   RESULT: now you're fully-enabled to access all Clickshare publishers.
6. LOG IN and give your username and password.
   RESULT: no more logins needed during this session for any Clickshare site.
7. GO to the paid content via the link on the Welcome Page to "Monitor News Archive (Chargeable Content)." Note that the URLs listed there are divided into value classes.
8. BUY at least one 10 cent and one 25 cent page.
   RESULT: you just bought information. (Soon we'll be adding higher-priced pages, and then any charge over a definable threshold will require a confirmation message from the user.)
9. GO back to the Publishers Directory and buy "Today's Edition" at either Studio Briefing or American Reporter -- available only to registered users (not Test Drivers). If you're feeling wealthy, spend 50 cents at the archive of Studio Briefing or 75 cents at the American Reporter archive as well.
   RESULT: you will be charged for these pages and they will appear on your session report (see below).

10. WHAT HAVE YOU PROVEN? Both of these publishers are on Clickshare-managed servers, so getting these pages plus the Monitor archive pages (on a server Clickshare has no control over) is a conclusive test of Clickshare. It shows our capability to authenticate users at multiple sites that do not know who you are -- only that you are a current Clickshare user -- and to restrict or allow acccess to these sites based on your Clickshare status.

11. WAIT FOR EMAIL: early tomorrow you'll receive an email report of your content purchases during today's session.
    IF YOU CAN'T WAIT, find a preview of this document at Sample session report <clickshare.com/reports/daysession.html>. (You'll see a link there to an explanation of the reports.)
12. WAIT FOR YOUR BILL: at the end of the month, you'll find a credit card charge of $0.35 or whatever aggregated total of the pages you bought from Newshare Corp. (where you signed up for Clickshare).
    IF YOU CAN'T WAIT, see one such document at Sample end-of-the-month bill <clickshare.com/reports/ccmonth.html>.
13. ON FUTURE VISITS, now that you're signed up, return anytime to Newshare Welcome Page <newshare.com/cs/welcome.html?TVS=login>.
    PLEASE BOOKMARK this starting point to log in at the start of each session.

14. GO OUT AND TELL EVERYONE YOU KNOW, "I have seen the future and it works" -- or, to put it more humbly, tell anyone you know who will get excited by this sort of news that "Clickshare is now the first service offering multisite, distributed user authentication and aggregated micropayments on the Web."

NOTE: if this demo doesn't work for you, or you think it could be explained better, contact Felix Kramer, Marketing Director, felix@clickshare.com.

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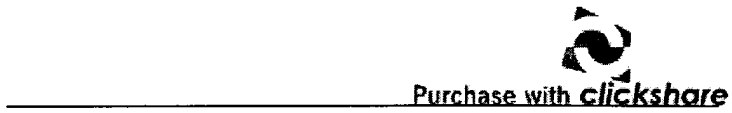


*This page (http://www.clickshare.com/pubpack/steps.html)*
*last updated 28 August 1996*

# Selling and tracking information On the World Wide Web

## Identifying the opportunity

Information has value. **But how can publishers realize value from what they put up on the World Wide Web?** Today there are two options: Sell ads, or charge users a single-site subscription.

But now advertisers want to track user visits to target their marketing dollars. And consumers are growing tired of having to register -- and even subscribe -- at multiple sites. The Internet is like TV with no ratings -- or a worldwide phone grid with no universal billing conventions.

The solution? A transaction standard that preserves both copyright and a publisher's direct-to-user relationship -- one which recognizes content, not time online, as the fundamental unit of value.

## •The breakthrough

**Clickshare (sm) is the breakthrough system that tracks movements and settles charges for digital transactions -- down to as little as 10 cents per query -- as users jump among multiple unrelated sites on the Internet's World Wide Web.**

The Clickshare system removes one of the biggest barriers to the Internet's further evolution by enabling **users** to conveniently buy personalized information at many sites -- while sparing them the hurdles of multiple passwords, registrations and credit relationships.

Clickshare gives **publishers** an economic incentive to cooperate in selling information and exchanging users through royalties and referral commissions -- in particular for units of information of a dime's value or less that may be too small to be cost-effective for traditional payment methods. It also allows **Internet service providers** to participate in revenue streams for information.

Clickshare offers **marketers and advertisers** an improved way to measure Web traffic across multiple unaffiliated servers, correlated (when permitted by users and participating publishers) to demographic information.

## •Privacy respected across an open network

Clickshare preserves personal privacy by avoiding any form of centralized names database. Only the user's home-base publisher has records by name of where a user clicks -- and the user can block the use of that information beyond what is required for account billing.

Clickshare requires no special software or hardware for consumers beyond a standard Internet connection and the use of HTTP to obtain digital data -- whether words, sound or pictures. It favors no particular browser; no particular document-formatting standard.

## •Clickshare is now . . . .

Clickshare is not vaporware. It is running now, on servers managed by Newshare Corp and Clickshare Corp, with pages from two small publishers to demonstrate the cross-site authtentication capabilities of the service. Server software will shortly begin shipping to a small cadre of key publishing partners. Full transaction-handling capabilities and an initial base of Publishing Members are expected in the third quarter of 1996.

You may register as an introductory Clickshare-enabled user at no charge. To do so, go to the Clickshare TRY IT page now. You will be prompted for your name and you'll be asked to create a password. Other information requested is optional.

## • Who is behind Clickshare?

Clickshare Corporation is based in Western Massachusetts. The concept and working system come from Bill Densmore, a veteran journalist and newspaper publisher, partnering with David Oliver and Michael Callahan, veteran technologists. (For more, see Who's who at Clickshare ).

We are in negotiation and licensing discussions with publishers, marketing and auditing companies, backbone providers and back-end services, and other key players, with the goal of establishing an open standard for micro-transaction settlements on the Web.

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*This page (http://www.clickshare.com/pubpack/flyer.html) last updated 5 August 1996*

Purchase with clickshare

# Clickshare benefits to publishers and advertisers

## An example (taken from the newspaper industry)

Suppose a West Coast newspaper offers access to information on its Web site for a basic monthly fee of $5, enrolling users and debiting their credit cards monthly. Suppose an East Coast newspaper follows the same marketing practice.

Without Clickshare, a West Coast subscriber who "clicks " to information at the East Coast paper will be refused access unless the user agrees to a a second $5-a-month East Coast enrollment. This is the World Wide Web today -- multiple registrations and enrollments.

With Clickshare running on the servers of both papers, the West Coast user can be "served " information in real time from the East Coast newspaper. Additional charges are aggregated and settled as additional fees to the user's account at the West Coast newspaper.

## This system produces simultaneous benefits:

1. **FOR THE USER:** The benefit of a single ID for all Clickshare-enabled information access and settlement to a single billing account. Browser-software independence.

2. **FOR THE WEST COAST PUBLISHER:** An opportunity to provide a gateway to non-owned content at a fellow Clickshare Publishing Member, and a chance to vend to its user information purchased at wholesale but with the ability to profit by applying any form of retail markup (or to vend without fees at all).

3. **FOR THE EAST COAST PUBLISHER:** A way to sell information to an unaffiliated user, be assured of payment, and do so at no incremental cost beyond small transaction fees.

4. **FOR THE ADVERTISER:** Using an audience-measurement vendor who analyzes data acquired through Clickshare, a way to study user movements across Clickshare-enabled web sites that permits apples-to-apples comparisons of marketing effectiveness.

## Using Clickshare, Publishing Members can:

**JOIN A COMPLETE, DISTRIBUTED, USER-MANAGEMENT SYSTEM.** Clickshare is the only transaction and tracking service designed around the greatest strength of the Internet -- the scalability of its distributed architecture. Yet, Clickshare is also the only such service where a user can have a single credit relationship with one publisher, yet be recognized universally as "one user " at multiple sites for both information purchases and tracking. Through cooperation with individual publishers, and given the permission of individual users, this information can be combined with specific demographic data to provide detailed profiling of individual users, subsets of a publisher's user base, or users of a specific demographic profile across all publishers.

**PROVIDE TRUE THIRD-PARTY VALIDATION OF WEB USAGE.**Other systems rely upon server logs maintained by the publisher. The Clickshare system acquires per-query page-access records in real time and stores them in a central service which cannot be tampered with. Services which claim to validate "hits " by looking at publisher serving logs are applying a loose definition of the term "validate. " In the print publishing world, there are many ways to "test audit " the physical distribution of a newspaper or magazine. Such options are not available when transferring digital information. So the collection and authentication of user activity as it happens becomes crucial.

**DIFFERENTIATE EYEBALLS, NOT JUST COUNT THEM.** Clickshare users are provided with unique identication numbers which are recorded no matter where they travel for information around the Internet's Clickshare-enabled sites. So a publisher learns not just how may times a page was viewed, but also how many times a particular user viewed that page. Each access record shows the anonymous ID of the user who accessed the page as well as the Publishing Member who "owned " that user. Other "hit counting " implementations can achieve this level of individual-user analysis only by maintaing a huge database of names and addresses -- with all the problems of privacy and scalability that implies.

**RESPECT PERSONAL PRIVACY AND RESPECT THE PUBLISHER-SUBSCRIBER RELATIONSHIP.** Clickshare Corp. **never** possesses the names or personal demographic information of users. This information is acquired by individual publishers and remains only on their computers (or on computers of a third-party processing house). The Clickshare backend database contains only anonymous user ID numbers. When these are distributed to publishers periodically for billing, only the individual publishers are capable of matching an ID by name to an actual user. It is then up to the publisher, based upon the nature of its relationship with its own users, to decided if and how that information will be used or sold. A publisher who chooses to commercialize its user relationship will have the ability to track in complete detail the site visitation habits of its users. Central to Clickshare's role as an independent, third-party is our avoidance of any involvement in that relationship.

**PROVIDE DATA TO OTHER TRACKING SYSTEMS.** Clickshare tracking data is acquired and stored in industry-standard database formats that it can be provided to other web-activity tracking services for aggregation. For example, a major advertiser might wish to obtain aggregate "hit " data for its advertisements running on multiple Clickshare-enhanced sites. With Clickshare's open-standards reporting facilities, pages with the advertiser's material can be identified system-wide and a report provided to the advertiser sorted by publishing member or by geographic market area.

**EVALUATE ADVERTISING EFECTIVENESS.** Some of the questions which an advertiser could answer with sorted Clickshare data include:

- From which part of the country is interest in our advertising message strongest?
- How does that correlate with sales?
- Which web site shows the most number of "views " of our advertisement per dollar spent?
- What percentage of users from a given site seek product literature?
- Does the same consumer view the ad more than once?
- At what time of day is the ad most likely to be viewed?

Significant additional information about the demographics of particular users who have accessed an advertising message -- and their names -- may be obtained from the home publishers, depending on what information the user has chosen to make available.

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"Clickshare" is a ® registered servicemark of

Clickshare Corporation, the Internet's first information brokerage.

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*This page (http://www.clickshare.com/pubpack/benefits.html) last updated 12 January 1996*

# Key points about Clickshare

## Key points:

1. **USER CONVENIENCE** -- The user maintains one account relationship and must remember only one password, while retaining unimpeded access to a universe of information -- whether free, by subscription or charged by the page-- from Clickshare-enabled publishers.

2. **PUBLISHER INDEPENDENCE** -- Independent information providers each maintain their own base of customers or subscribers as well as physical control of their copyrighted information. This makes updating, pricing, user tracking and persona lization simple and locally based.

3. **ADVERTISING VALIDATION** -- The Clickshare system collects records of visits by specific users to all Clickshare-enabled information, whether print, audio, graphical or software applets, and can provide this sorted, aggregated information to advertisers as a form of third- party validation of publisher viewership claims. However, advertisers may obtain the actual names of Clickshare users only from the user's home publisher (only for individual users who consent to the release of this information).

4. **PERSONAL PRIVACY** -- Sensitive name, address and credit information is stored at the user's home publisher only. This information never traverses the Internet during information-browsing sessions. The Clickshare system knows users only by their home publishing member and a randomly-generated user ID number. There is no central database of user names and only the user's home publisher can associate a name with a user ID.

5. **NO SPECIAL SOFTWARE** -- Standard web-browser software from is all a user needs to enroll at a Clickshare-enabled Web publishing site. And Clickshare works within official standards, thus imposing no proprietary modifications to the Int ernet environment.

6. **NO CREDIT CARDS ON NET** -- The user's home publishing members acquires credit-card information about the user in whatever fashion is acceptable, from a security standpoint, to the card issuer. Once this information resides securely in a off-line database, the user provides a standard ID and password combination to begin a Clickshare session. Only at settlement time, using an off-line protocol, is it necessary to relate information purchases to the user's credit account. With Clickshare, no credit-card numbers move across the Internet in real time.

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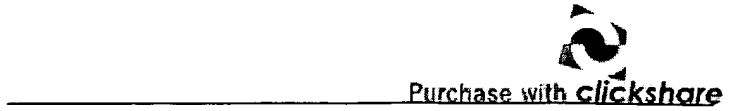


*This page (http://www.clickshare.com/pubpack/keypoints.html) last updated 12 January, 1996*

Purchase with clickshare

# What Clickshare costs publishers

## Individual site

A publisher or other owner of copyrighted content must obtain a licensed copy of the Clickshare Publishing Server Software (see Technical requirements to run Clickshare on your server). This software is available **free** from Clickshare Corp. and may also be bundled with commercial Internet server products. This enhanced server permits user registration and profiling at stand-alone sites.

To use Clickshare's cross-server validation, third-party auditing (access-tracking) and transaction processing facilities, publishers must become members and licensees of the Clickshare Access and Payment System (CAPS). This enables access to our aggregation and settlement service and receipt of royalties for the publisher's copyrighted content accessed by Clickshare-enabled users worldwide. We call such enrolled publishers Clickshare Publishing Members.

This page includes the most recent schedule of prices for Clickshare; it supercedes previous schedules. Until Clickshare begins settling transactions, some of the issues surrounding pricing are not yet finalized

The Publishing Member/license charges include:

- A one-time member enrollment and system license fee of $1,995.00
- An annual fee of $3 per user for each user the publisher enrolls in the Clickshare system, payable quarterly, for each of the first 10,000 end-users who register to use Clickshare through their site, with a declining per-user fee schedule above that level. Contact Clickshare Corp. for fees above the first 10,000 users.

Clickshare charges a **transaction fee** of 20% on information exchanges.

The maximum **tracking fee** from Clickshare to Publishing Members who wish to measure Clickshare-enabled access to their information for audience-measurement purposes, but who are not charging for content, is $0.01 (one cent) per URL accessed as a "clickstream" aggregation fee.

Clickshare Corp. charges no fees directly to end-users. The end-user relationship is the exclusive domain of the Publishing Member who "owns" that user. The user need only enter into a relationship with a Publishing Member and use a standard Web browser.

## Multiple Site License

Digital publishing services, rights-management organizations or enterprise network administrators may license the Clickshare Access and Payment Service (CAPS) backend server software to perform user authentication, access tracking and other customizable services which do not generally require authentication across the entire World Wide Web. Pricing of this license starts at $100,000 plus $0.25 (25 cents) per enabled user per year and $0.0025 per "page" (response to a URL request) served, assessed quarterly.

Contact Bill Densmore <densmore@newshare.com> for more details on sublicenses.

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*This page (http://www.clickshare.com/pubpack/pubcosts.html) last updated 26 April, 1996*

# Clickshare frequently asked questions

**Q: You call Clickshare a "service," not a network. Why?**

**A:** Clickshare is not a network (implying a physical infrastructure), but rather a network protocol (software) which operates across a physical network employing TCP/IP and HTTP. The Internet is such a network.

Clickshare's protocol provides a suite of services to publishers who adopt it. These include universal, one-ID registration, session-based user validation, user profiling (to support personalization and demographic-data collection) and user-access verification (the latter supporting per-query, per page or per "click" billing).

The Clickshare facility permits owners of proprietary content to offer it via the Internet. Clickshare customers can obtain and pay for it readily; non-Clickshare users will be unable to view the content unless they first enroll and arrange a form of payment.

But as important, Clickshare users are free to use the vast free resources of the Internet seemlessly and even jump back and forth between free and paid resources without difficulty. And Clickshare Publishing Members may provide a mix of chargeable and free content on their web sites -- some of it open to the general Internet user and some open only to Newshare users.

In this sense, Clickshare is not a technology network but a loose affiliation of content providers for billing purposes only. It has been described as a system enabling "billable hypertext links."

**Q: Is there anything else out there like Clickshare?**

**A:** Not that we know of. Unlike a relationship with a proprietary network or online service, the Clickshare Publishing Member maintains and controls the primary relationship with the end-user as well as the look and feel of content provided. Clickshare's role is as a back-end authentication and payment facilitator and -- at the Publishing Member's option -- as a context-provider for Newshare-enabled content of other unrelated Publishing Members. This later service is provided by the Newshare Syndicate.

**Q: How much does it cost for a content provider to become a part of the Clickshare system?**

**A:** Regardless of size, there is a one-time membership fee of $1,995 for Clickshare publishing membership. With membership comes a free license to use Clickshare-enhanced server software for user registration. This fee may be paid upon enrollment or it may be debited from the Publishing Member's clearing account as a percentage of ongoing royalty payments. The Publisher Member is also charged a fee of $3 per year, payable quarterly, for each of the first 10,000 end-users who register to use Clickshare through their site (with a declining per-user fee schedule above that level). That fee may also be financed via "clickstream" royalties or commissions otherwise due Publishing Member. This per-user fee is required to finance the scaling-up of technical facilities, which depends on the total number of users in the Clickshare "universe." A Publisher with 100,000 users puts more "load" on the system than one with 100 users.

**Q: How does Clickshare Corp. make money on an ongoing basis?**

**A:** The contract between Clickshare and each Publishing Member permits Clickshare to deduct a transaction fee from the value of each unit of "clicked" information handled by the Clickshare service. This fee, like a

commission, will equal 20% of the transaction amount.

**Q: Exactly how is a consumer user charged for his reading, viewing or listening?**

**A:** Clickshare is WWW-based. A user clicks to the home page of his or her Publishing Member, which might be a newspaper, a trade publisher or an Internet service provider. The user's Home Publisher may "serve" up a generic home page to all its users, or it may construct, on the fly, custom home pages for each individual member.

Publishing Members operate an Internet server equipped with the Clickshare- enhanced, UNIX-based httpd server. The user requesting a page from anywhere in the Internet universe gets it back without intervention. If it is content of another Clickshare Publishing Member, a record of the request is made in background. If the page is priced above specified levels, the user may be prompted before receiving it.

For users who are paying on a flat (subscription) basis, at the end of the month, the user's access is totaled and if the value of "clicks" exceeds the basic monthly fee to the Home Publisher, the user is billed. If it is less, the user pays only a basic fee set by the Publishing Member. The only billing and payment relationship at the consumer level is between the Publishing Member and the user.

The Publishing Member draws from or pays into a clearing account at the Clickshare corporate/technical level equal to the sum of the Publishing Member's user-member clicks -- offset against any original content that the Publishing Member has "served" to the global Clickshare system. This could be a net positive or negative number for the Publishing Member, depending how active a supplier of content the Publishing Member is. If it is positive, the Publishing Member doesn't have to charge its users a very high monthly fee to make money. If it is negative, the Publishing Member may need to raise the subscription fees.

**Q: When will the Clickshare service provide billable hypertext links?**

**A:** Our Clickshare server software is now in alpha testing, and micro-transaction settlements will be enabled within the first few months of 1996. To use the Clickshare system, the Publishing Member's Internet server must run the Clickshare server software. This is available from Clickshare Corp. based on widely used public-domain server technology. The Clickshare-enhanced HTTPD server runs on Silicon Graphics IRIX, Sun MicroSystems "SunOS 4.1.3" and "Solaris", and Linux. IS THIS UP TO DATE? Providers with other Unix variants shoud contact us for information. We are in discussions with other server-software vendors to license and incorporate the Clickshare code.

**Q:You have said that the Clickshare-enhanced server software is free under license. What is the $1,995 charge for?**

**A:** The $1,995 is the current one-time fee for a content provider to access the Clickshare micro-transaction settlement system as a new Publishing Member. The fee opens access to the Clickshare system for all of the publisher's home-base users who have registered as Clickshare users. They do this with their home-base publisher. For beta-stage Publishing Members, the interim fee is $100 until the transaction-clearance system begins functioning.

The $1,995 one-time license fee does not have to be paid in a lump sum. It may be paid through a withholding of a percentage of royalty payments to the Publishing Member for "clicks" to its charged content. In this way, the Publishing Member pays nothing for the service until it begins to produce revenue.

The $1,995 fee is uniform for all sizes of Publishing Member. Those with broader, more popular content will benefit more than those with narrow, limited-interest content. Because Clickshare's form of compensation is a transaction fee which is a percentage of "click fees," Clickshare ultimately makes money when content

providers sell content. That creates an incentive for Clickshare Corp. to help its members to sell content. It is a classic broker relationship.

**Q: Are there any other fees?**

**A:** Yes. Publishing Members are assessed an annual fee of $3 per user enabled. This fee is payable at the end of each quarter and is based upon the number of enabled users at the end of the period. This fee equitably spreads the technology costs of processing transactions between large publishers and small publishers.

**Q: How do publishers provide content via Clickshare Corp.?**

It is a misconception to think of the Publishing Member as providing content to Clickshare. We expect our Publishing Members to maintain their own content on their own Internet server (or one they purchase space on). Clickshare Corp. does two things:

· Through the Clickshare server software, we enable the content provider to track and receive royalties from users who click on content pages; and, · At the Publishing Member's option, we provide links to the Publishing Member's content via the Newshare Syndicate service, run by Newshare Corp, parent corporation to Clickshare.

The Publishing Member retains original copyright to its own original material. The Publishing Member also grants a limited license to Newshare to create links to that content and a license to other Clickshare Publishing Members to reference and broker the sale of that content to their members at a price set by the originating Publishing Member. Clickshare makes money only when the Publishing Member sells content. In this fashion, Clickshare preserves the independence of publishers, shoulders a share of the financial risks, yet establishes a framework for sharing of information and users among publishers.

**Q: What amount will the per-access User fees be, and how much will the originating publisher get?**

The Clickshare system will at the outset permit 16 different pricing levels, but provides the technical capacity for thousands of pricing levels. We expect that these will range from as little as a few pennies per page for low-value-added, "commodity" to several dollars per page for exclusive, time-sensitive material. Our strategy is to keep page costs very low and broker information for which this is an appropriate price. Clickshare is capable of completing transactions for the purchase of software applets (Java programs for instance) and off-line products, as well.

**Q: Do users get to approve each information purchase?**

**A:** The Clickshare concept is for users to access content without having to decide before each "click" whether they can afford it. The Publishing Member sets the price of a page being served. The Publishing Member has complete flexibility in its agreement with users to set a price above which there will be an "approval screen" displayed before information is purchased. We anticipate that most users will commonly agree to be served information without per-item approval if the price is in the range of 10 cents or less. There is little market research on this topic as it has never been feasible to sell information "by the click" at such a low fee.

**Q: Do Publishing Members have the right to download and publish Clickshare-enabled materials?**

**A:** Absolutely no. Not if you mean "publish" in the conventional sense of the printed page. Clickshare's service is not intended to handle royalty settlement for conventional print publishing. It is intended to automate the systematic use of copyrighted material on a one-time, non-commercial basis by individuals. For example, if a newspaper wishes to print a piece of Clickshare-enabled content, it must obtain copyright in a conventional fashion from the original owner. We might facilitate this process manually as a service and we intend to be compatible with variety of "ecash" payment systems which could be used to pay for print publication rights.

**Q: Then what does Clickshare charge for?**

**A:** The Clickshare system will charge the clearing account of a Publishing Member whose consumer user "clicks to" World Wide Web-accessible content. The charge is determined by the copyright-owner of the content used and is for one-time, personal use.

**Q: How is the user "billed" for the reading or other use of Clickshare-enabled materials?**

Records of these accesses and charges will be provided by the Clickshare service to the Publishing Member's server machine on a periodic basis, possibly as often as daily. The Publishing Member may take this data and feed it to whatever billing engine it wishes to use to bill its own members. However, we expect to recommend approved vendors for this service and we may ourselves offer a billing facility.

In keeping with our strategic goal of maintaining minimal proprietary roadblocks to the Clickshare service and inviting value-added services from other vendors, we are not specifying a billing facility. We will provide the date required to perform billing and will perform billing as an optional service upon request.

**Q: What is the difference between Clickshare and Newshare?**

Newshare is an editorial system for exchanging local- and topic-specific news among licensed Publishing Members and their affiliated users. Clickshare is a technology system which makes concepts such as Newshare economically feasible on a broad scale. Clickshare can be used for exhange of any information (not just news) which can be formatted for acquisition "by the click" via the World Wide Web.

Newshare Corp. intends to award geographic-specific or topic-specific exclusivity to Publishing Members in exchange for their use of the Newshare name in their service. Such publishers must follow Newshare's Customer Service Objectives (CSO) and the exclusivity agreement is renewed after a specified period.

Use of the Clickshare service, which, much like any other form of common carriage, is open to any content producer willing to purchase a license to use it.

**Q: Will Publishing Members who join the Clickshare system have to also rename their digital publications to include the Clickshare brand in the title?**

**A:** No, unless they wish to be designated as a Newshare lead topic- or geographic-specific partner. We believe that information consumers rely upon a recognizable brand to assure them of ease-of-use, quality and accuracy. The phrase "newshare" conveys more precisely than any existing word the concept our service enables. Since the objective is to attract the most number of users to Clickshare-enabled content as opposed to some other service's content, a long history of consumer marketing in the free world suggests they way to do this is with a recognizable brand. That is Newshare, a registered servicemark of Newshare Corp. However, many publishers may prefer to maintain their own brand's identity and will therefore use only the Clickshare technology.

**Q: Will Publishing Members be under any obligation to link their consumer users to the content of the Newshare Syndicate or other Publishing Members?**

**A:** Not at all. However, a publisher who wishes to obtain additional revenue at no incremental cost would be well advised to "send" its users to Newshare and fellow Publishing Members for content it does not provide locally or topically. Then when its users "click" on fellow member content, they (the originating Publishing Member) receive a referral fee for enabling that "click."

**Q: So the only content benefit to publishers is having access to material to use, which may or may not meet their needs or standards?**

**A:** The aim of Newshare is not primarily to provide content for traditional publishing; it is to provide a reliable, one-stop resource (and more particularly a one bill resource) for consumers to find and obtain topic- and geographic-specific, time-sensitive information via the Internet. Clickshare and its Publishing Members enable this process, and are financially rewarded as a result, through royalties on their own works and commissions for the sale to their users of other publishers' works.

**Q: Will you guarantee the accuracy of reports?**

**A:** We cannot guarantee the accuracy of the copyrighted content of Clickshare Publishing Members any more than a newspaper can guarantee the accuracy of the work of all of its news staff. Newshare Publishing Members will be contractually obligated to meet a set of Customer Service Objectives, which will include measurements of accuracy of their content. Publishing Members who do not meet these objective standards will not received extended contracts in Newshare membership, although they will continue to be permitted to use the Clickshare technical service.

**Q: Who is among Clickhare's Publishing Members?**

**A:** We have not begun to formally enroll or announce our Publishing Members. In pre-marketing exchanges, dozens of content providers have already expressed interest in participating in the Clickshare. See the Clickshare press releases (index) for the latest information on this.

**Q: I have heard that the major online services -- America Online and Prodigy in particular -- have adopted the practice of storing Web pages of Internet publishers within their own "firewalls" and then serving their millions of users by accessing those "copies" of the real pages. What is the copyright status of this practice?**

**A:** Prodigy and America Online "cache" popular Internet website pages on their own servers to provide better speed and reliability to its members. Some legal experts argue that making a digital copy of a document from the Internet, then providing it to hundreds of other users without notifying the originator violates copyright law. But this theory has not been tested in court yet.

**Q: Will widespread "caching" of web pages interfer with the operation of the Clickshare system?**

**A:** Yes and no. Absent secondary technology or service arrangements with the major services, it would make it impossible to track every click to copyrighted content. But the contract governing admission to the Clickshare system should take care of this problem administratively.

Here's how: For Prodigy or AOL to access a chargeable Clickshare-enabled page in the first place, they will have to be at minimum a technical member of Clickshare. We are in discussion on these subjects with the online services. And the contractual agreement we expect they will sign with Clickshare Corp. will be worded to make grabbing pages for caching a violation of the one-time, personal-use-only agreement -- unless the service also proxies the compensation structure as well.

The online service will employ a Clickshare-like structure to track access by its own users to pages cached from the Clickshare system and will provide to Clickshare individual records of each access for billing. In fact, the online services already have sophisticated systems for tracking the activities of individual users within their closed "universes."

**Q: How many "clicks" equals one piece of content. Are all pieces of content valued equally for this purpose?**

**A:** "Click" is shorthand for a Universal Resource Locator (URL) request in HTTP format. Most Clickshare

users access information by the "click" of a mouse. One click of the mouse is one page of HTTP material. This turns out to be a highly flexible way of charging for information, both from the user and publisher perspective. Using Clickshare, the publisher can supply text, graphics, sound or software in response to a user's URL request. And the publisher can apply free-market principles in determining how much information to supply in response to a click and what it should cost.

The Clickshare user makes informed judgements about which information to "click" on based upon its value in terms of price, length or format. When the price is right, the user makes a purchase.

Early application of the Clickshare system will establish a "market" for the value of typical information sought. We expect that most publishers will offer to supply many resources for prices in the range of 10- to 25-cents and that users will "click" on such content without specific approval required for each purchase. On the otherhand, the Clickshare system will mandate user approval for purchases at higher rates. But the thresholds will be determined by the users and publishers when service is established and can be more or less infinitely customized.

Our expectation is that this will create a self-regulating mechanism for content providers to regulate pricing by the size of the page served; and for users to make content-purchase decisions on the same basis. If they find a content provider serves up minimal pages for 25 cents a pop, they won't click back again.

**Q: What about charging different prices to different users and for different types of information?**

**A:** No problem. Embedded in the Clickshare system is the ability to delineate "page classes" which have different retail values. This permits a Publishing Member, for example, to have "tiers" of service. One tier might be free content open to the public. The next "tier" might be content open at no charge solely to Clickshare enabled users. Another "tier" might be open to the Publisher Member's own local users for a monthly flat subscription fee -- and charged "by the click" to remote Clickshare users. And a final tier might be charged to all users, but at a different price depending whether the user is local or remote. Since the Clickshare server can identify the "class" of an incoming user, it can price-differentiate its service to that user.

**Q: A number of companies are proposing to establish "e-cash" systems which charge Internet purchases to credit cards. What sets Clickshare apart -- and how can Clickshare be more economical than a credit-card transaction?**

**A:** Clickshare is intended to work underneath and in collaboration with ecash and credit-card implementations. It is a compatible technology which is not hooked to any specific e-cash implementation; it can work with all of them.

As a consumer, you may not realize that each time you use your credit card, the business selling you a good or service is usually paying at least 25 cents plus 2% of your purchase for the privilege of getting paid by the credit-card issuer. While that is a trival piece of major transactions, it renders small exchanges prohibitively expensive. One reason for the 25-cent base fee is that credit-card authorizations must usually travel across conventional telephone circuits, resulting in unavoidably high cost.

Clickshare, on the other hand, operates across the Internet, where the cost of carriage of information is not presently charged "a la carte." as with the phone system. The Internet's TCP/IP protocol is very efficient at moving tiny parcels of digital information compared with traditional telephone lines. Taking advantage of this, Clickshare is designed to bundle dozens or even hundreds of individual information purchases during a monthly span and then obtain the oneline consumer's approval to charge them in bulk via a credit-card network once per month. Only then does the credit-card transaction have to go out on the traditional phone network. This results in a single credit-card transaction fee of 25 cents spread among many individual transactions and hence a highly efficient method of charging for information access.

Clickshare will charge a 20% transaction fee to the buyers of information. This fee will actually be charged to an intermediary -- the Clickshare user's home Publishing Member -- who will apply it to the user's account.

With credit-card processors typically charging 25 cents per transaction and 1.5- 2% of the total charge, you can see that Clickshare at the outset will always be cheaper than a direct credit-card charge for purchases of around $2.00 or less. We anticipate the Clickshare system will be able to aggregate and clear transactions to the credit-card networks efficiently enough to be able to lower the 20% charge for higher-amount transactions.

**Q: You seem to be positioning Clickshare as the "pay per click" service. But don't consumers have an aversion to paying for things on a nickel-and-dime basis?**

**A:** While Clickshare does enable payment "by the click," we anticipate that most publishers will still elect to provide their home-base users with a suite of information on a monthly subscription or "bulk" basis. However, any universal system of digital information exchange will have to value information "by the click" and provide for background settlement among publishers "by the click" if it is to function in a practical sense.

In most other media -- the telephone and cable networks come immediately to mind -- there are a variety of charging mechanisms and marketing strategies. But information is not like a sack of flour, a commodity where each grain is identical to the next. So it is not logical to think that it will be sold that way so long as there is another way to sell it.

In addition, whether consumers will resist paying for information when its value is measured in pennies rather than dimes or quarters is not yet documented, since prior to Clickshare and the Internet there was no economical way to sell information in that price range on a point-to-point, rather than broadcast, basis.

Finally, it is very well documented that specialized consumers will happily "pay per query" for some types of information. Examples include some types of business and professional information, exclusive and analytical reports and information in some way personalized to the consumer's interests.

**Q: How would a publisher use Clickshare and not charge its subscribers "by the click"?**

**A:** Clickshare works in background to "transport" information about the value of a page access between the publisher (who gets a royalty), the referring Home Publisher of the user (who gets a referral commission, sort of like being paid for creating a link). Whether the user's Home Publisher bills that user per-click is another story. What has to happen for the system to function is that the content-originator gets a royalty-by-the-click and the referring publisher gets a commission-by-the-click.

A newspaper Publisher might decide that its Clickshare-enabled users can get all-the-can-eat surfing of Clickshare resources costing less than 50 cents per click for a flat fee of $15 a month on top of their basic $4.95 charge. Then the publisher would do a calculus to make sure that on average the extra $15 would cover the typical surfing charges. Maybe they would figure they would be paying out royalties and our transaction fees adding up to an average of $13 a month, so they pocket $2 per user.

In this scenario, the user has purchased "bulk access" to Clickshare resources, so should be free of that sense of paying "by the click."

This is the way we use telephone service, in some respects. Some telcos offer "metered" local service, but give you a preset amount of "message units" per month which you "use or lose." Clickshare could operate the same way. Our point is that these are marketing considerations for a local- or topic-specific Publishing Member, not for Clickshare Corp. Our entire strategy is based upon empowering the publisher to control the user relationship.

**Q: It is unclear to me after reading your web site's materials whether one must log in (enter password) for each web site visited.**

**A:** No. And that is one of the key consumer-friendly features of Clickshare. The system allows you to maintain one registration that provides access to any publisher in the "Clickshare universe" of publishers. You log in once, at your Home Publisher (the place you choose to have your credit relationship), who authenticates you. This begins a "session". From that point, for some determined time, you can get information from any other Clickshare-enabled site (and you're never prevented from getting information from a non-enabled site) without having to re-authenticate at every "front door".

**Q: When a publisher's own user requests a page of information from that Publishing Member's local Clickshare-enabled server, are either the user or the publisher charged by Clickshare?**

**A:** This is not a quick answer.

First, there are three types of content available on a Clickshare-enabled server:

- Content not being tracked by the Clickshare system. We don't care how or if you are selling this.
- Content being tracked by the Clickshare system but for which no "per-query" amount is being charged. We call this Page Class Level 0 for no charge. If we are tracking it, we will charge 1 cent per access (Because we have to have funds to support and make money on our back end which is handling all the validation and clearance). It doesn't matter whether the Clickshare-enabled user is remote or local.
- Content being track by the Clickshare system for which a "per-query" amount IS being charged. We get 20%, period.

If you don't want to pay 20% to sell your own content to your own users, you can do one of two things:

- Sell it "all you can eat" (by subscription) so that all you are charged by us is one cent per access.
- Run it outside the Clickshare system for your local users and run it inside the Clickshare system for remote users. In this way, you will get no information (at least from Clickshare) about what your own users are looking at, and your own users will not be able to access content at other sites, potentially giving you a 35% referral commission each time they do.

**Q: In a sense, isn't the Internet today like the U.S. telephone system just after the turn of the century?**

**A:** Yes. Think of the Internet protocol -- the language computers speak across the Internet -- as a common transfer mechanism for data much as copper wires were a common transfer mechanism for voice in 1911. Everyone knew how to string to wires and make a phone connection after Alexander Graham Bell. But then how did you link together all those wires in a seamless grid such as we have today? And especially, how did you bill for all those calls that went from local telco to local telco to local "telco"?

In that era the answer was that the small companies first affiliated with the Bell System as franchisees and eventually were bought up and combined into AT&T. AT&T then developed a billing "standard" which by the 1960s made obsolete the need to have operators take billing information for a long-distance call. Ultimately AT&T was broken up, but the billing "standards" remain among AT&T, Sprint, MCI and the Baby Bells. Thus you can direct-dial a call across many networks and have the charges show up on one bill at the end of the month.

So Internet protocol for transferring information is like the copper wires. But like the early days of the phone system, no one has adopted, or even proposed prior to Clickshare, a billing standard for the transfer of information on the Internet measured other than by time or by bulk subscription. We believe Clickshare may emerge as such a standard.

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*This page (http://www.clickshare.com/pubpack/clickfaq.html) last updated 22 Mrch 1996*

# Clickshare in the News

(See also Recent Clickshare press releases. For an archive of older Clickshare press releases as well as **current speeches**, see Clickshare/Newshare Information Center.)

Click on any article (most recent ones first) to get to that clip.

*Web Week*/Bill Roberts: Micropayment Venture Pushes Centralized Billing
*The New York Times CyberTimes Extra*/Jamie Murphy and Ed Forrest: Who's doing all this measuring?
*Stop the Presses!*/Steve Outing: Pay-Per-Click: The Next Great Online Revenue Stream?
*Byte*/Robert Hummel: How Java Can Pay the Rent
*Interactive Age*/John Evan Frook: Monitor monitored by Clickshare
*Cowles/SIMBA Media Daily*/Laurie Peterson: Christian Science Monitor To Launch Web Site, E-Mail Service
*Mass Hi Tech*/Pam Derringer: Clickshare eyes web, sees possible profit in pay-to-use browsing
*WEBster*/Cynthia Kurkowski: Web publishing: is fortune really just a click away?
*Boardwatch*/Durant Imboden: Self-publishing opportunities on the Internet
*PC Week*/Jim Kerstetter: Clickshare adopts pay-as-you-surf plan
*C|Net News*/Rose Aguilar: Clickshare collects for online pubs
*Stop the Presses*/Steve Outing: Clickshare has a lot going for it
*Web Week*/Jeremy Carl: making a subscription-based model work
*WEBster:* has Clickshare the "excelsior" to sell info by the page on the Web?
*TBTF*/Keith Dawson: Clickshare addresses outstanding obstacles

## Micropayment Venture Pushes Centralized Billing

Excerpts from an article by Bill Roberts in the June 17, 1996 issue of Web Week. Here's where the original of this article can be found.

Look ahead six months. Dozens of Web sites are charging subscription fees, and more are joining them every day. Pay-per-view emerges as the standard way to subsidize content, and surfers pay every time they hit the water.

Now consider this: Would this reality be more palatable if the audience could pay a central billing entity instead of getting a bill from a dozen different marketers? ...

Steve Outing, an Internet publishing consultant and president of Planetary News in Boulder, Colo., said, "Clickshare raises the bar and gives newspapers a lot more options about how to bring in new revenue. Until now the best you could do was a subscription model." ...

Bill Harvey, vice chairman of Next Century Media Inc., a Sausalito, Calif.-based interactive media consulting, measurement and tracking firm, added that "Clickshare starts with the philosophy that you can get some money from the consumer as long as you keep the price per page quite low, 10 cents or a quarter. You have to have a three-legged stool to make money--online shopping, ads and consumer subscriptions. Clickshare seems to understand this better than anyone else. I think they're going to succeed, but it has to be tested." ...

The Monitor expects to test a pay-per-piece model for its voluminous archive, said David Creagh, the Monitor's electronic publishing manager. "We adopted it because we think they have the most sophisticated technology we've seen for raw audience data--who goes where for what," he said. "We're going to need that but don't know

how we'll use it." ...

Jonathan Roosevelt, an associate at Battery Ventures in Boston who specializes in Internet ventures, finds the Clickshare model intriguing. "They have a fantastic technology. It really is sophisticated, neat stuff. I'm not sure that they're applying it in the best way," he said. ...

But with all the free content, do Web users want to pay at all? Consultant Outing isn't sure. "The difficult part for magazine publishers and newspapers is figuring out what people are willing to pay even for a few pages," he said. "As people see more of that, it will become more accepted, but initially that will be tough going. Paying for archive access is a no-brainer."

Creagh believes people will pay. Earlier this year the Monitor put up a Bosnia site. When Creagh later asked 2,500 site visitors if and how they'd be willing to pay, more than half were game for a micropayment system like Clickshare.

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## Who's doing all this measuring?

Excerpts from an article by Jamie Murphy and Ed Forrest in the May 26, 1996 issue of The New York Times CyberTimes daily. Here's where the original of this article can be found (if you're a registered subscriber).

A number of companies now are trying to bring some calm to the seeming madness of measuring traffic on World Wide Web sites -- and on the banners advertisers pay to place on those sites -- though each has its own view of how and what to measure....

Devising more accurate and efficient methods of a Web site's popularity among Internet users is a battle that's just now beginning....

Once a user is registered with Clickshare, for example, he or she can surf from Clickshare site to Clickshare site without having to re- register at each stop. Clickshare registrants can also use their account with the company to pay what they owe on any Web purchase....

Currently, the Christian Science Monitor, American Reporter, and Studio Briefing use the Clickshare system.

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## Pay-Per-Click: The Next Great Online Revenue Stream?

Excerpts from an article by Steve Outing in the May 8-9, 1996 online issue of Stop the Presses!, the Newspaper New Media News & Analysis column hosted by Editor and Publisher. Here's where the original of this article can be found.

In recent conference presentations, I've been telling my audiences that the model that makes the most sense for newspapers operating on the Internet right now is to give as much away free as possible, and concentrate on attracting advertisers because they will carry most of the weight in supporting newspaper Web operations in the future. Densmore's pay-per-click strategy actually fits in well with this advice, in that pay-per-click allows a

publisher to charge potentially small amounts (microtransactions) for premium content that is worth paying for from the consumer perspective.

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# How Java Can Pay the Rent

Excerpts from an article by Robert Hummel on page 42 of the June,1996 issue of Byte magazine. (This article is not yet online).

Felix Kramer, marketing director at Clickshare (Williamstown, MA), another company that's exploring the field of electronic commerce, sees this as one of the functions of the Web distributor. "People are going to deposit their applets at payware sites on the Web," he explains. "Other people will collect the fees for them and send them a monthly check."

Kramer envisions a billing model for applet use based on data transferred, not on time used. Each download of an applet might cost a few cents or dollars but would allow the use of an applet during an entire session. The alternative, in which the applet might be equipped with a built-in expiration timer, interrupting your application to demand another nickel, is not as likely to occur. "The Internet is a stateless system," Kramer says. "Time as a method of measurement will go away."

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# Monitor Monitored by Clickshare

Excerpts from an article by John Evan Frook in the May 7, 1996 online issue of Interactive Age, published by CMP. Here's where the original of this article can be found.

The Christian Science Monitor plans to include 15 years of newspaper archives at its soon-to-debut Web site. The venerable paper also announced it has picked Clickshare Corp. to provide traffic measurement and microtransaction strategies for the site. The Monitor's endorsement is a major boost for Clickshare, which has been one of the least hyped of the Web traffic measurement companies to date.

Monitor electronic publishing manager Dave Creagh said Clickshare will be used to measure repeat visitors to the site. He said the determining factor in selecting Clickshare was the firm's ability to track unique users without requiring on-site registration and password access.

"(Clickshare's) technology to track visitors. including time spent per visit, is the most sophisticated we've seen," said Creagh. He added that Clickshare's willingness to work with third-party auditors, such as NetCount and I/Pro, also factored in the decision. "We feel that Clickshare will soon set the standard for allowing transaction-based pricing on the Internet."

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# Christian Science Monitor To Launch Web Site, E-Mail Service

Excerpts from an article by Laurie Peterson in the May 6, 1996 online issue of Media Daily: Internet Information, published by Cowles/SIMBA. Here's where the original of this article can be found.

The Christian Science Monitor will unveil a new Web site in two weeks that features a 15-year searchable archive, 24-hour real time audio newscasts from Monitor radio and a crossword puzzle with two levels of difficulty -- one of which lets you cheat a little.

The Electronic Edition of The Christian Science Monitor at http://www.csmonitor.com will be free to users through the summer, according to Dave Creagh, electronic publishing manager. Some areas will require registration. Two pricing models will be tested this fall -- a monthly subscription rate of about $6 for unlimited access and a transaction-based plan that would charge, say, 10 cents to view a political cartoon. ...

The Web site will employ Clickshare Access and Payment Service software to track usage. The software gives users a "digital calling card" so they can log in once and charge purchases at many Web sites to a single account. It also tracks visits to advertiser-supported pages.

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# Clickshare eyes web, sees possible profit in pay-to-use browsing

Excerpts from an article by Pam Derringer in the April 8-9, 1996 issue of Mass High Tech, New England's High Technology newspaper. Here's where the original of this article can be found.

A Massachusetts-based "virtual company"" with a handful of employees scattered across the country is betting that the practice of paying for information on the Web will become as accepted as the once-preposterous notion of paying to watch TV....

...Clickshare's future is bright, despite the rise of companies such as Open Market in Cambridge that are also beginning to form business networks. But Open Market collects user/payer information and stores it in one location, Densmore said. Unlike Open Market, Clickshare's user data will be decentralized among the network of affiliated publishers, with each user giving information to a publisher they trust rather than to a large centralized database with which they have no contact, he said.

Densmore is unfazed by prospective rivals.

"The numbers are so huge now that nobody is competing with anybody," Densmore said. "There is enough business for everybody at this stage."

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# Web publishing: is fortune really just a click away?

Excerpts from an article by Cynthia Kurkowski in the April 16, 1996 issue of Webster -- The Cyberspace Surfer online newsletter. Here's where the original of this article can be found (if you're a registered subscriber).

The ability to support microtransactions -- purchases under a dollar -- across the Internet promises to drive the sale of information on the World Wide Web. Publishers and authors will be able to sale their works by the

article or chapter, or quotable text for that matter. Suddenly, publication archives will become a new revenue source -- not just supported by Web advertising banners, but supported by user purchases of information. Ten cents here, a dollar there, it all adds up to big revenue gains. Revenue publishers might otherwise never have generated under the traditional subscription or newsstand model...

One secure microtransaction system developed by Clickshare Corp., is being tested this spring. (See WEBster article "Clickshare Begins Trials of Clickshare Access & Payment System" 04.02.96.) With the exception of the initial user registration which must be conducted offline, the Clickshare Service operates online, verifying users, tracking user purchases and delivering user activity reports to its publishers for billing and collection....

"Clickshare provides another model for supporting the sites," said Felix Kramer, president of Kramer Communications and spokesperson for Clickshare. "Sites will get some revenue by casual clickers."

The Unix-based Clickshare Service is in its initial phase of testing by publishers Studio Briefing and American Reporter. Both publishers are looking for a secure payment system which allows them to sale their wares for under a dollar while still supporting high-priced purchases. Clickshare's flexible pricing model attracted the online daily American Reporter. The American Reporter is marketing dailies in two formats: an all-in-one newsstand price and per-article rate ranging from $1 to $30. The Clickshare system can deal with the complexities of such a variable pricing structure with its unlimited pricing levels.

*[from the issue's table of contents:]*
But will the model catch on? It may all come down to pricing.

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# Self-Publishing Opportunities on the Internet

## Newshare: a new opportunity for nonfiction writers

Excerpts from an article by Durant Imboden, author of the "Putting the Net to Work" column in the April 1996 issue of **Boardwatch** magazine. Here's where the original of this article can be found.

News reporters are another group of writers who hope to make money on the Web. Newshare Corporation is an online syndicate that expects to help freelancers and publishers earn revenues from worldwide dissemination of their work.

"We gather the work of content providers like newspapers, broadcasters and independent writers and artists," the company explains in its recruiting pitch. "Then we make it possible for each of these providers to share their content with their own customers, subscribers and users all under a single system of validation, tracking and payment."

....Right now, Newshare's content is being offered free of charge, so it's impossible to guess how successful the concept will be when billing starts in mid-1996. To draw your own conclusions, and to see what kinds of content providers the "Clickshare" service attracts, keep an eye on http://www.newshare.com.

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# Clickshare adopts pay-as-you-surf plan

Excerpts from an article by Jim Kerstetter appearing in the March 25, 1996 PC Week, published by Ziff-Davis. This article is no longer online.

Clickshare Corp. has developed software that gives World-Wide Web site publishers a way to charge users based on their activity.

The Williamstown, Mass., startup's Access and Payment System uses a "digital calling card" process in which users establish a line of credit with the site simply by phoning the publisher. Clickshare's Web server application is then initiated when a user re-enters a site.

The system keeps track of a user's activity on the site, with each page having its own price. The lowest per-hit cost that Clickshare can afford is about 10 cents, company officials said.

Some users, although pleased by the technology, said they hope the base fee will drop.

"I think the system should be flexible enough to charge pennies," said Joe Shea, editor in chief of the Internet magazine American Reporter, in Hollywood, Calif. Shea is one of two users currently testing Clickshare's Access and Payment System software.

....Clickshare's Access and Payment System is now available for Digital Equipment Corp.'s Alpha servers running Unix and Intel Corp.-based machines running Unix. Other platforms will follow this year, officials said.

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# Clickshare collects for online pubs

Exrpts from an article by Rose Aguilar published March 18, 1996 in **C|Net News**. Here's where the original of this article *may* still be found.

Technology trials have started for a new Internet payment system from Clickshare that will make it easier to pay for online subscriptions.

Called the Clickshare Access and Payment System, the technology lets users bill charges from several online content publishers to a single billing account. ...

For users, the attraction is that they won't have to use their credit cards for small transactions, nor will they have to give their credit card numbers to multiple vendors to sign up for multiple online publications...

The catch is that the publisher must also have signed up for the Clickshare service. But the company hopes that publishers will be attracted to the service because it will make it easier to track customer billing, count the number of times a user views a given site, and monitor visits to advertiser-supported pages.

Two publishers are participating in the tests: Studio Briefing, a daily entertainment industry newsletter, and American Reporter, an online news daily.

The registration at Clickshare provides users with a single ID and password account and a list of publishers using the service. The system also supports authentication for intranets, officials said.

Clickshare is a privately held spin-off of Newshare Corp.

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# Clickshare Internet Publishing Scheme Looks Promising

Excerpts from an article published September 18, 1995 in **Stop The Presses**, published five-days a week by Steve Outing, Planetary News LLC, and owner of the online-news and online-newspaper mailing lists. The column, found at STP archive, is sponsored by *Editor & Publisher* magazine. Here's where the original of this article *may* still be found.

....The Clickshare system monitors and collects data on where the consumer has visited and purchased information, then sends the data back to the home publisher and the remote publisher. The remote publisher receives his share of the sale, the local publisher keeps a slice in compensation for the referral, and Newshare keeps a portion. And the participating publishers receive a detailed accounting of what consumers are reading, which can serve to provide advertisers with a verified account of online viewership.

The Clickshare concept has some wise thinking behind it. President Bill Densmore, a former newspaper publisher, has designed Clickshare as an open system supporting Internet standards. Consumers can use Clickshare with any Web browser software. It makes purchasing data on the Web simple; the consumer gets only one bill no matter where in the world she has purchased information. And a single password works everywhere. Credit card information is not transmitted over the Internet; rather, that data is kept solely by the local publisher. Consumers are kept track of by an alphanumeric ID number that is discernable only by the local publisher.

....Clickshare as a concept has a lot going for it. It would allow newspaper publishers worldwide to put price tags on their premium data online -- say, access to their electronic archive -- and easily permit anyone on the Internet to buy it without having to submit a credit card number.

This idealistic vision of Internet publishing commerce is predicated, of course, on Newshare signing up a critical mass of publishers to be part of the Clickshare network. That's going to be its biggest challenge, especially since Newshare is a small company without a proven track record. I, for one, wish them luck.

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# Newshare Enters Pay-As-You-Click Market

Excerpts from an article by Jeremy Carl published in Oct. 1995 in **Web Week**, published by Mecklermedia. This article is no longer online at the site; current issues are found at Web Week.

Williamstown, MA-based Newshare has begun alpha-testing its new Clickshare pay-per-click system, which is scheduled to debut as a full-fledged service in early 1996.

....Other subscription-based programs have appeared on the market in recent months, but Newshare is positioning its product as differing from its competition in terms of its pricing structure. The company will go after low-end subscriptions by enabling individual providers to charge as little as 10 cents per page and up, making transactions that would be impossible or worthless with a credit card economically feasible. Revenues

from such sales will be divided among the publisher of the content (royalty), the referring publisher (referral commission), and Newshare, which will take a percentage as a transaction fee (tentatively set at 15 percent).

Newshare Preident Bill Densmore explained a hypothetical transaction with his system. "Let's say you click on a link from a story about the Boston Red Sox in the San Jose Mercury News. The link takes you to the Boston Globe's Web site, where another story is. Using Clickshare, the San Jose Mercury News, as the referring publisher (the source of the link) would take a certain percentage of the transaction and the Boston Globe (the actual publisher of the article) would also take a percentage." For this system to work, both must be running the free Clickshare software.

While the Web has always offered easy navigation between content on different sites, products such as Newshare may make the subscription-based model of Web usage a more common phenomenon. "We're creating a platform for publishers to share users and share content without having to surrender their copyright, without selling physical control of their material," said Densmore.

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# Clickshare Promises Publishers a Way to Make the Web Pay

Excerpts from an article published October 3, 1995 in **WEBster**, the online biweekly published by Tabor Griffin Communications. Here's where the original of this article *may* still be found. For information, see WEBster.

Williamstown, Mass. -- Publishers can stop banging their heads against the free content wall, maybe. Late last month, Newshare Corp. announced they had developed the excelsior that will allow Web businesses to sell information by the page.

Called Clickshare, the system is run from the publisher's server and requires no special consumer software. It also handles third-party usage tracking and allows users to invoke automatic parental control.

"Much of the publishing world has held back from participating in the Internet because it lacked a way to charge for information and a way to verify viewership to advertisers," said Bill Densmore, Newshare Corp. president and co-founder. "Clickshare presents a solution to both problems. Clickshare addresses the issue of how to obtain revenue from per-query access to content or databases."

...."And users can have a single billing relationship with a publisher or Internet service provider yet surf the net freely, purchasing words, sounds or pictures from any Clickshare-enabled site without having to constantly re-register or recall multiple passwords," Densmore said.

Consumers enter the Clickshare universe by registering with a single, independent publisher (or more if the user desires multiple account relationships). Any publisher with the system might then sell a hypertext "page" of information in response to a user's click for a price of 10 cents or less. A range of higher charges are fully supported, as well, if desired by the publisher. The Clickshare system will then charge the home-base publisher of the remote user the 10 cents and will distribute a portion as a royalty to the selling publisher, a portion as a commission to the referring publisher and will retain a portion as a transaction fee....

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# Clickshare

Excerpts from an article published October 9, 1995 by Keith Dawson in his twice weekly column, **Tasty Bits from the Technology Front (TBTF)**. Here's where the original of this article *may* still be found.

Here is an appealing proposal, called Clickshare, from Newshare Corp. of Williamstown, MA (which bills itself as "The Internet's first news broker- age" -- though it seems to me that Clickshare's potential applications extend well beyond news gathering and distribution). I first read about it in *Online Business Today*. Clickshare addresses a number of the outstanding obstacles to online commerce:

- The lack of an economical way to track and bill for small-value transactions across many Net services
- The desire for anonymity in Net value transactions -- i.e., a virtal equivalent to cash
- Users' disinclination to send credit-card data over the Net
- Users' concerns about divulging personal information to a myriad of suppliers, in order to gain access to the content they offer
- The unwieldy and growing set of authentication/password information that each online user must track as s/he signs up for disparate Net services
- The requirement of advertisers to know, on at least a statistical / demographic basis, who is receiving their messages
- Parents' desire to keep offensive Web content from their children (<http://www.atria.com/~dawson/tbtf/archive/0031.html>)

....The Clickshare system tracks your Web-surfing activities, but anonymously, and accumulates similar data for all users throughout the system. This allows advertisers and publishers to access demographic reports of what users are requesting without compromising users' privacy.

Clickshare is not the first proposal of this type but it may be the most comprehensive to date. It combines features of Digicash's ecash <http://www.digicash.com/ecash/ecash-home.html>, IPro's I/CODE system <http://www.ipro.com/>, and some of the back-office functions of Open Market <http://www.openmarket.com/products/ProdDescrTMS.html>. It requires no hardware or software at the user end. And if offers the advantage to the user of entrusting personal information only to one single organization that s/he can freely choose.

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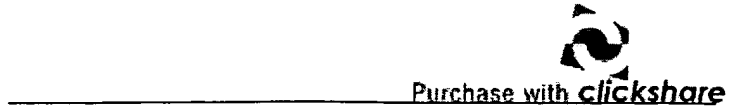
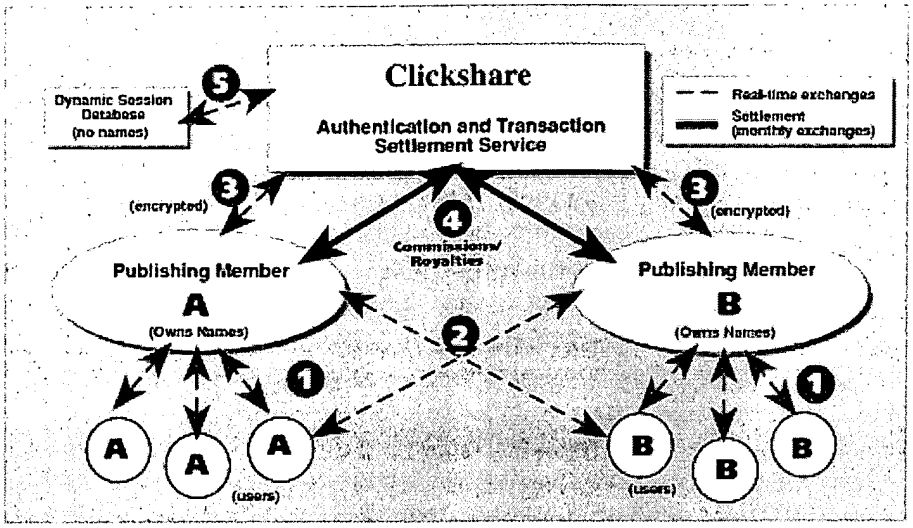



*This page (http://www.clickshare.com/pubpack/clickclips.html) last updated 5 August 1996*

Purchase with clickshare

# How Clickshare works -- a non-technical explanation)




## • Clickshare step-by-step with a user named "Click"

**Step 0:** Click opens an account at **Publisher A** through secure off-line channels (completing a registration process that began online. A becomes Click's Home Publisher.

**Step 1:** Click logs in to Publisher A, enters a personal ID and password, and gets A's home page customized with links reflecting Click's interests.

**Step 2:** Every time Click starts a session, Click signs in to Publisher A, and can choose links from this custom page, accessing information at Publisher A, as well as at **Publishers B** and **C**, (other publishers participating in Clickshare). Clicks to content on A, B, and C are all logged by Clickshare. Click is free to use any other web site (though access is then not tracked).

**Step 3:** Periodically, Publisher A bills Click for receipt of content at A, B, and C using a rate schedule common to all three, but a billing schedule developed by A (which may be based purely on the common rate, or blended with subscription).

## • Clickshare step-by-step for Publisher A

**Step 0:** A installs Clickshare-enhanced Web primary or adjunct software on its server. Publisher opens account with Click, including demographic information, releasable under terms determined by Click (who may benefit from providing demographics by paying lower rates for information).

**Step 1:** When Click logs in to A to begin a session, A authenticates Click, registers a "profile" of Click to the Clickshare service, and delivers Click's custom page. This profile includes service preferences for items such as parental control, advertising intrusiveness, and prompts for premium charges.

**Step 2:** When Click accesses B and C, they each check with Clickshare to be sure a valid authentication exists for Click. In return, they are passed Click's preferences.

**Step 3:** A charges Click by subscription or by the page, based on enhanced log records returned in real-time by Clickshare and delivered at settlement time to A. A also settles accounts with B and C via the Clickshare clearance system, paying for Click's access to their pages, being paid by B & C for **their users'** visits to A pages, and collecting commissions for having sent users to B & C. A, B and C pay Clickshare Corp. transaction fees.

**Step 4:** A may sell aggregated data of clickstreams correlated with demographic data (if Click and other users permit) to advertisers or intermediaries, for marketers to analyze.

## • Clickshare step-by-step for the Clickshare Service

**Step 1:** At the start of each session, A passes to Clickshare Click's ID and preference information.

**Step 2:** The Clickshare Service validates and authenticates Click, and passes on Click's universal anonymous user ID number and preference information to B and C. Clickshare at no time learns the actual name of user Click.

**Step 3:** At least monthly, Clickshare sends to A records of Click's "page visits" from multiple independent sites, including session IDs, time stamps, and service class information, all of which Clickshare has independently accumulated in real time.

**Step 4:** Clickshare collects fees from participating publishers based on number of users and transactions.

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*This page (http://www.clickshare.com/pubpack/works.html) last updated 12 January 1996*

# Technical requirements to run the Clickshare Web Server on your site

## Software Status

The Clickshare software you'll run at your site is currently in "beta" release form. At this development stage, your technical staff can expect to encounter issues related to configuration of the software to match local site conditions, and ease of use. A major goal of this release is to get feedback from publishers on service classes and other user management techniques we have built in. So, you will have opportunities for creativity, as well as occasional frustrations.

Your technical operations personnel need to know only a few things about the beta edition of the Clickshare Access and Payment System (CAPS):

- **We run on the Unix operating system.** Ports of our software have been completed for
  - Sun Solaris 2.x.
  - Digital Unix 3.2
  - Silicon Graphics IRIX 5.x
  - BSDI BSD/OS 2.1
  - Linux 1.2.x

  A port to IBM AIX will follow soon, also as a beta release. A port of the Clickshare Web Server to Microsoft Windows NT is planned.

- **Our web server is based on easy to install, well-understood NCSA web server.** Nearly all Unix webmasters have the experience necessary to install this server. Over 70% of commercial sites use this server or one of its derivatives.

  Clickshare is currently developing a port to the **Apache** Web Server, currently the Internet's most popular Web Server, and a derivative of the NCSA Server. This port will be available as an "alpha" release in October 1996. The experience with Apache will allow us to port to the Netscape server in Fall 1996.

- **Clickshare anticipates that it will add secure-commerce features** to its server implementations when export rules and restrictive patent requirements are eased. We expect that commercial secure server vendors will port Clickshare code to their implementations as market forces demand (an effort we will support).

  The folks at Community Connexion have developed a secure version of the Apache Web Server.

## Server Installation Information

1. **Auxiliary software is included.** It is contained in a single directory tree and can be executed from that tree or from normal bin directories. The auxiliary software includes:
   - registration database management tools
   - email redirector

- testing and verification tools

2. **Our source release requires the Free Software Foundation GNU cc ( "gcc") compiler suite.** The current release -- 2.7.0 -- compiles easily on all the major unix architectures, including Linux and BSDI on Intel machines. All our software is written with and for "gcc". Our auxiliary code -- CGI scripts and the like - requires Perl version 5, which is also available on all major unix architecture.

   For the beta Clickshare release, these development tools need to be available on the server workstation.

3. **Sites currently running a commercial secure server** can run either Clickshare or the commercial daemon on the primary service port with the remaining daemon, as well as others, on auxiliary ports.

   Sites running Personal Library Software Inc.'s PLWeb search engine can be configured to simultaneously address search queries to one or more such daemons on the same machine.

4. **Our software does NOT consume lots of machine resources** -- that is, over and above what is consumed by a "normal" web server. We recommend that a minimum of 32MB of RAM and 1GB of hard disk storage be available on any of the hardware mentioned above. Those machines that will run full X Window System displays in addition to running the HTTP server should have a minimum 64MB of RAM.

Your technical questions can be addressed to the general contact names at Clickshare Publisher Packet or directly to: David Oliver, Managing Director -- Technology < dave@newshare.com>

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*This page (http://www.clickshare.com/pubpack/techreq.html) last updated 08 Aug 1996 (dmo)*

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# Clickshare Technical FAQ

**We see these explanations of how Clickshare operates, recently written by David M. Oliver, Managing Director-Technology: < dave@clickshare.com>, as the starting point for a more complete FAQ. (The existing Clickshare FAQ on general topics needs an overhaul and updating!)**

## Terminology

- **service provider:** a Web Site operator who either vends information or entertainment content, or maintains a financial relationship with users, or both.
- **billing entity:** the Clickshare Service Provider that maintains the billing relationship with the user
- **home site:** same
- **publisher:** a Clickshare Service Provider who vends information or entertainment content
- **home publisher:** same; but additionally acts as billing entity for some users
  **(Note that Clickshare allows all possible combinations for vending content and managing users)**

- **Clickshare Web Server:** the HTTP server process(es) running on equipment owned or operated by a billing entity or publisher
- **Clickshare Authentication Service:** a user authentication service provided to Clickshare Web Servers via a set of Clickshare Authentication Server machines operated by Clickshare Corporation.
- **Clickshare Logging Service:** a transaction logging service provided to Clickshare Web Servers via a set of Clickshare Logging Server machines operated by Clickshare Corporation.

**Q:** What kind of connection is used between merchants (publishers) and Clickshare (e.g. requesting/ authenticating a token)?

**A:** The Clickshare Web Server at each Clickshare Service Provider (publisher or billing entity ) maintains a persistant connection to the Clickshare Authentication Service. Billing entities request authentication tokens for their valid users; publishers ask that these be validated.

The protocol running over this connection is our own design, as lightweight as possible. The protocol is datagram-based, with reliable-delivery provisions built-in.

The "Clickshare Authentication Service" consists of a set of machines, operated by Clickshare Corp, that offer Clickshare Authentication. If a Web Server's connection to one such server is broken due to server error, bad network, etc, it is possible to reconnect to another authentication server on the fly.

**Q:** Is this connection always open or must it be re-established everytime?

**A:** The connection is initiated when the Web Server starts up. It is always open, re-established only after failure (of either end).

**Q:** How many of these connections per second can a typical server handle?

We need to re-phrase this, given the above, into **two questions:**

**1.** How many requests (acquire, validate, invalidate...) can one Clickshare Authentication Server handle per

second?

**A:** This depends very much on the quantity of "iron" one throws at the problem. Our early experience suggests that one small machine (Intel Pentium, say) can handle about 25 requests per second - or about 1M requests in a (12 hour) day. We have noted that this volume scales well with changes in processor performance probably to the point where throughput is limited by the network interface (ability of the network to deliver packets to the machine's network adaptor, and the ability of that adaptor to deliver packet's to the process).

Please recall that Clickshare's "token validation" bears NO resemblence to the "credit card verification" process (where, for each request, a separate call is opened and closed).

The Clickshare Authentication Service can be thought of as an "authentication proxy". The billing entity's Web Server tells Clickshare:

"This is a valid user. Register this user for a new session, and validate all the user's requests for me (within the confines of service parameters and so forth that we both agree on)".

All other Web Servers then request authentication information from Clickshare, which can perform this service at very high speed.

**2.** How many Web Servers can a Clickshare Authentication Server handle at once?

**A:** Given the numbers above, the volume of requests to be processed is more important than the number of servers handled. It might be that 5 high-volume web servers (+250,000 requests per day) might be served by a single Clickshare Authentication Server, or that 25 medium volume servers (50,000 requests/day) are serviced.

Each server of the Clickshare Service is designed to handle a scalable number of Web Server "clients". Clickshare Corp advises the operators of these Web Servers which authentication servers it can connect to. The "load" is balanced by authorizing a mixture of sites for each authentication server. (wouldn't an automatic load-balancing technique be nice?! coming soon...).

Requests are handled on a first-come, first-served basis. No priority is given to large sites (for example), even though a large site may consume 25% of an authentication server's service bandwidth.

**Q:** Can the token authentication be handled by some distributed processing network or must it be centralized? Are there any concerns for bottlenecks during peak times?

**A:** As explained above, the Clickshare Authentication Service is very distributed (offered by a set of machines, not a single machine). The Service can be scaled by adding more authentication server machines, by making each machine more powerful, and by judicious placement of the servers around the internet (to limit the number of hops between Web Server and Authentication Server). Each Web Server has a set of machines that it can contact for service.

It is certainly true that the Clickshare Service "imposes" a third party into the transaction scheme. And, of course, when thinking from a "vulnerability" viewpoint, adding anything between the two parties of a transaction creates weak points (if, say, the mid-point goes down). However, the weakness is also the strength - imposing a neutral third party on the process provides for third-party verification. We think this is crucial for widely adopted transaction services. Its an engineering problem to design the service in such as way that it is tolerant of many kinds of failure. (That's been our goal from the start).

**Q:** What kind of security is used to prevent unauthorized use of tokens? (no encryption?)

**A:** We have always felt that the need for security must be balanced with the risk of exposure. There are two ways to minimize that risk: technical and financial.

Tokens in the Clickshare Service have limited value - limited in time, and limited in dollar value (in that everyone we're currently in discussion with wants begin by using the Service for small-value transactions ($.10 -> $1.00), as we had planned). The contents of the token are not readable by any of the Web Servers (who deal with the token as an opaque string in all cases). Therefore, private key encryption can be used for the token (since only the Authentication Server that issued the token has to read its contents). Second, several parameters are built into the service that can act as a "throttle" on the amount of use a token gets. This prevents a thief from rapidly acquiring volumes of chargable material (say, using a specially designed "agent" program). Thirdly, each token is anchored to one IP address, and valid for only one session. Thus, theft of a token also requires IP spoofiing by the host as well.

That's the current technical setup. In the immediate future, we see several schemes for providing a high-security service that could comfortably scale to higher dollar values per transaction. These depend on widely available browser features which are not yet available, though they are being "standardized" (by the browser vendors, through the Internet's IETF). We think it is important to remain "browser independent" even if that appears to limit our available options.

Note however, that there is a quantitative difference between low value transactions and high value ones: in the latter, the user expects to "pre-approve" each one. For low value fare, it's probable that the user will not want to be interrupted for every information request, but rather might want to be advised at the end of a session. The Clickshare Service is designed to be a minimally intrusive service, fast-acting and out of the user's view. Thus, it lends itself to the high-volume, low-value arena of purchasing information rather than "objects".

The other aspect of security is bearing the financial risk. If the user or the web server operator were to bear all the financial risk for purchasing information, then the Clickshare Service would have to be very close to "perfectly secure" (impossible actually) to be accepted. In fact, Clickshare does bear some of the financial responsibility, and needs to build into its service fee structure a buffer for dealing with fraudulent transactions.

**Q:** Who would handle customer complaints? (home publisher?)

**A:** The experience at First Virtual Holdings is that they get every kind of customer service call possible - even though they are responsible for a very tiny part of their customer's Internet use. Therefore a question like this is hard to answer authoritatively.

We feel customer service complaints are likely to be handled most often by the billing entity. That's one reason why we profit-share with the "home publishers". However, I think that users will quickly recognize repeated failures on the part of specific publishers, and directly interact with them. Further, I think large numbers of complaints against a publisher will result in action by the home-site operators themselves (in this regard it is very similar to the credit card model, I think).

Clickshare will be involved as a record-keeper, I think - verifying records of transactions.

**Q:** What share of total costs (averaged over all transactions) would arise from customer service?

**A:** That's a question I can not answer from experience - I can not point you to any deep experience here at Clickshare, or with any other service except First Virtual (who published a paper on this topic!). Of course, FV is not a micro-transaction service.

Our financial model shares a portion of the service fee with the billing entity that actually manages the customer relationship. Thus, we recognize the customer service challenge implicit in managing that relationship.

**Q:** What share of total costs would arise from server processing and storage both publishers and Clickshare?

**A:** Clickshare Corporation's largest cost is likely to be the authentication and logging servers themselves, especially if we generate the high volume of transactions we hope to generate. We will probably require premium "real estate" on the network, which adds to the cost.

The costs for publishers and service providers will very widely depending on how the Clickshare model is adopted. If publishers themselves wish to acquire and manage bases of users (so that they can provided such users with personalized services), then publishers will have to bear the expense of serving that user base (see above). However, if banks, credit companies, and/or telcos become the organizations that service users, then publishers will have near-zero user service costs (that is, belonging to the Clickshare universe will have minimal operational cost impact). In this latter model, billing entities will bear the cost of maintaining the customer relationship (but, on the other hand, get to have the financial an service advantage of that relationship as well).

Early on, we viewed the world as "publisher-centric" (owning both content and users). Now, we see a recognition that customer service is a challenge most publishers are not used to. Over time, we think that the traditional billing companies will provide some advantages, while the publishers themselves provide others. The Clickshare Service itself is not biased toward a certain outcome.

**Q:**What increased bandwidth for the merchant might be required to handle transactions? What share of total costs would arise from communications (bandwidth) both for the publishers and Clickshare?

**A:** Sadly, we are not able to provide anything but a heuristic answer to this at this time: Our service is as low bandwidth as is possible with today's IP technology. In the model where service providers and publishers are distinct, publishers will see very limited bandwidth decay due to our service alone. The service providers, who are likely to be providing a set of auxiliary Clickshare services to users (daily expense reports, balances, transaction history, etc) will see more decay certainly.

But, overall there are fewer than 1000 bytes per request - actually fewer than 500. So, if one can (dare!) assume that the average URL request results in 8192 bytes sent to the client (which itself generates a lot of connection setup/tear down bandwidth), then our service adds 6% (including both authentication and logging in this value).

Actually, we think bandwidth is not the concern. We think LATENCY is the concern. We have designed a system that is low-latency so that the consumer sees no "interference" in acquiring information. Recall that there is NO bandwidth increase at all between client (browser) and Web Server, where the connection speed is typically poorest.

**Q:** What fraud/ error rate to you anticipate using Clickshare?

**A:** Again, very difficult to determine beause no one has any experience with "systematic fraud" (which, in my mind is the danger here). The large credit card companies use about 12-18 basis points to cover fraudulent charges (this compared to 300 basis points as the number of users from whom they generate zero income due to the party paying his/her bill on time!).

Techical inquiries to David M. Oliver, Managing Director-Technology: < dave@clickshare.com>

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*This page (http://www.clickshare.com/pubpack/techfaq.html) last updated 10 July 1996*

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# Terms of enrollment for Clickshare Publishing Members

A publisher or other owner of copyrighted content must obtain a licensed copy of the Clickshare-enhanced server software. This software is available for free from Clickshare Corp. and may also be bundled with commercial Internet server products. This enha nced server permits user registration and profiling at stand-alone sites.

To use the cross-server validation, third-party auditing (access-tracking) and transaction processing facilities of Clickshare, the publisher must become a member/licensee of the Clickshare system. This enables the receipt of royalty payments for the publ isher's copyrighted content accessed by Clickshare-enabled users worldwide -- and the payment of commissions to you when your users purchase content from other Publishing Members. The member/license charges include:

- A one-time member enrollment and system license fee of $1,995 .00.
- An annual fee of $3 per user the publisher enrolls in the Clickshare system (payable quarterly). These fees will be scaled for publishers with over 10,000 users.
- A maximum transaction fee of 20% for each information purchase executed via the Clickshare system. This fee is charged monthly by Clickshare to the Home Publisher Member of the enabled user and may be applied to the user's account or absorbed by the publisher.

Clickshare system membership also includes:

- The right to link to content of other Clickshare Publishing Members (but not to publish in print form), per the Publishing Member Ageement.
- Support software -- Common gateway interface (CGI) scripts, HTML files and auxiliary programs to assist in the management of your WWW server.
- A 10-25 word factual description of the Publishing Member's copyrighted content at the Newshare Common Resource Center, accompanied by a hypertext "link" that will automatically connect the user to that content, wherever it is located.
- A subscription to the Clickshare-UPDATE email newsletter which provides current-awareness on the interactive marketplace plus a way to exchange ideas with other Publishing Members.

A Clickshare(sm) publisher may optionally apply for membership in the Newshare Service, guaranteeing status as a "preferred link" on Newshare Common Resource Center Topics pages and qualifying the Publishing Member for possible selection as a lead topic-s pecific or geographic-specific information resource.

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*This page (http://www.clickshare.com/pubpack/terms.html) last updated 22 March 1996*

# Clickshare Access and Publishing System

# Alpha version license agreement

## Instructions to Internet publishers and other potential Clickshare users

Participation in the alpha-stage of the Clickshare Access & Publishing System requires agreement to the terms in the document below.
You may print this document, sign it and fax it to 413/458-8002
or mail to Clickshare Corp., One Bank St., P.O. Box 367, Williamstown MA 01267.
We will counter-sign and return a copy to you.

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This is an agreement between Clickshare Corp., (the "company") and

_____

Company name of tester

(the "Tester"), in which Tester agrees to test a software program known as Clickshare (the "Software") and keep the Clickshare Corporation (the "Developer") aware of the test results.

1. **Developer's Obligations:** Developer shall provide Tester with a copy of the Software and instruct Tester on how to use it and the desired test data to be gained. Upon satisfactory completion of the testing, Developer shall furnish Tester with one free copy of the production version of the Software, and shall waive enrollment fees for Tester to joint the Clickshare and/or Newshare Publishing System, contingent upon the Developer's decision to proceed with production of the Software. Tester shall be entitled to the same benefits to which regular licensees of the Software will be entitled.

2. **Tester's Obligations:** Tester shall test the Software under normally expected operating conditions in Tester's environment during the test period, subject to Developer-supplied limitations as to numbers of alpha registrants. Tester sha ll gather and report test data as mutually agreed upon with Developer. Tester shall allow Developer either physical or electronic access to the Software during normal working hours for inspection, modifications and maintenance.

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(b) copy any portion of the Software or documentation, except to the extent necessary to perform the beta testing; or

(c) reverse engineer, decompile or disassemble the Software or any portion of it.

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10. **No Assignments:** This Agreement is personal to Tester. Tester shall not assign or otherwise transfer any rights or obligations under this Agreement.

11. **Entire Agreement:** This Agreement contains the entire understanding and agreement of the parties relating to the subject matter hereof. Any representation, promise or condition not explicitly set forth in this Agreement shall not be bi nding on either party. All additions or modifications to this Agreement must be made in writing and must be signed by both parties to be effective.

12. **Applicable Law:** This Agreement is made under, and shall be construed according to, the laws of the State of Massachusetts.

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David M. Oliver, Managing Director - Technology
Clickshare Corporation
One Bank St., P.O. Box 367, Williamstown MA 01267

Date

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Tester's company name

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# Recent Clickshare press releases

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(For an archive of older Clickshare releases as well as **recent speeches and presentations**, see the Clickshare/Newshare Information Center.)

See also Christian Science Monitor Launches WWW Edition (CSM Press Release).
And seee Clickshare launches search for CEO.

## Christian Science Monitor to Adopt Clickshare for Internet Audience Measurement, Transactions

BOSTON, Mass., May 6-- The Christian Science Monitor has decided to use the Clickshare Access and Payment Service on its new Web site, initially for audience measurement, with microtransactions to follow.

The 87-year-old national daily newspaper, whose coverage of the war in Bosnia just won the paper its sixth Pulitzer Prize, plans to launch its presence on the Internet's World Wide Web later this month. The URL will be < http://www.csmonitor.com>.

Dave Creagh, electronic publishing manager of the Monitor, said, "We are very impressed with this technology and its implications. The fit between its capabilities and our needs is a very good one, and we feel that Clickshare will soon set the standard for allowing transaction-based pricing on the Internet. Clickshare is a very agile, progressive group which is very willing to work with audit vendors to provide us with a single toolset to measure traffic flow, create payment information, and generate highly sophisticated site audits for our advertisers."

"For The Monitor, Clickshare will produce third-party auditable user data, designed to be acceptable to the Audit Bureau of Circulations and other parties interested in getting accurate reports of website traffic," said David M. Oliver, Clickshare's Managing Director-Technology.

Clickshare Chairman Bill Densmore said, "Clickshare enables users to click anywhere, then pay with one bill."

Clickshare gives users a "digital calling card" allowing them to log in once, and charge purchases from publishers at many websites to a single account. It provides multiple revenue streams for publishers and others who have billing relationships with online users. It also tracks visits to advertiser-supported pages and supports authentication for "intranets".

Multi-site user authentication is now operational. The micropayment service, enabling the sale of information for as little as a dime per click, is in testing.

The Monitor announcement is one of a series of partnerships Massachusetts-based Clickshare Corp. will announce in the near future.

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**MEDIA INQUIRIES:**
**Felix Kramer**, Kramer Communications, 212/866-4864 < felix@clickshare.com>
or **Bill Densmore** or Lynn Duncan, 413/458-8001 < corp@clickshare.com>
**Dave Creagh, The Christian Science Monitor**, 617/450-2865 < dave@csmonitor.com>.

## Clickshare Closes In On Internet Microtransactions and Measurement

WILLIAMSTOWN, Mass., March 18-- Two publishers have begun trials of a unique technology allowing Internet micropayments by the click, said Clickshare Corp. Monday.

The Clickshare Access and Payment System gives users a "digital calling card" allowing them to charge purchases from publishers at many websites to a single account. It also tracks visits to advertiser-supported pages and supports authentication for "intranets".

Initial publishers are:
* *Studio Briefing*, a daily entertainment industry news intelligencer.
* The writer-owned *American Reporter* calls itself the Internet's first digital-only daily.

Multi-site user authentication is now operational. Customers starting at Clickshare Try It can register at either Web site, which becomes their "home". They can then use the other site during a session without being prompted for an ID or password.

"Soon we'll be able to offer publishers a new revenue stream -- selling each others' information for as little as a dime per click, seamlessly exchanging royalties," said Bill Densmore, Clickshare chairman and CEO. "Clickshare creates the opportunity publishers have been waiting for -- the ability to get paid."

Customers make payment arrangements off-line, so no credit information crosses the Internet. During the second quarter of 1996, after testing of the micropayment settlement infrastructure ends, users will be able to buy pages from multiple sources, with publishers getting aggregated sales information and users getting periodic single-account billing from their home publisher.

"We've been careful not to announce 'vaporware'. Though we're still in development, we're far enough along -- technically and with potential strategic partners -- to present Clickshare as an option for online businesses," added Densmore.

Clickshare's focus on microtransactions (purchases of information, software "applets," and other data typically priced under a few dollars ) means it is complementary, not competitive, to other e-cash systems, said Densmore.

"Clickshare, operating across multiple unrelated sites, working with any browser, and requiring no central database, also provides an ideal verification utility to track web audiences for advertiser-supported pages, with low impact on personal privacy," says Densmore.

Massachusetts-based Clickshare was spunoff from Newshare Corp. in December. It is privately funded and is in negotiation with strategic equity partners.

-30-

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or Bill Densmore or Lynn Duncan, 413/458-8001 <corp@clickshare.com>

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## Newshare Corp. Joins Ad Industry's Interactive Alliance; Says Its Clickshare System Will Support "CASIE" Guidelines

WILLIAMSTOWN, Mass., Nov. 13 -- Newshare Corp., developer of the Clickshare tracking and transaction

system, said Monday it had joined the Interactive Alliance, an advertising-industry consortium developing Internet audience-measurement standards.

The company also said it will support privacy and other guidelines contained in an industry white paper developed by the Coalition for Advertising Supported Information and Entertainment (CASIE). CASIE's members control the majority of the $150 billion U.S. advertising market.

"The addition of Clickshare adds strength to The Interactive Alliance," said Marshall L. Snyder, executive vice president, Arbitron NewMedia and an alliance founder. "Their business proposition has the potential to generate large numbers of identified web users."

Newshare Corp. is alpha-testing its Clickshare system, which enables Internet publishers to cooperate in generating and sharing content revenues. The absence of a micro- transaction information standard has prevented many publishers from using the World Wide Web so far.

Under Clickshare, each consumer chooses a most-trusted publisher to whom to identify himself/herself and Clickshare will never see the names. That publisher and user determine how the user's name and demographic information may be used.

**Simplifying information access**

Clickshare enables the anonymous tracking of individual users as they jump among unrelated Internet sites, and offers a facility to settle information transactions down to as little as 10 cents. Clickshare requires no special user software and simplifies user access to information by rendering multiple registration at Web sites unnecessary.

"The Interactive Alliance has already brought together so much of the industry in acknowledging common principles, it will make our job easier to bring about publisher cooperation," said Bill Densmore, Newshare's president. "And the CASIE working group principles strike a laudable balance among marketing requirements for a user census, the consumer's need for ease-of-use and democracy's need to assure personal privacy."

CASIE is a joint project of the Association of National Advertisers and the American Association of Advertising Agencies with the support of the Advertising Research Foundation. It seeks to define a universal standard for third- party verification of audience claims by Web publishers which gathers uniform usage data about individual users, while respecting their privacy.

"Audience measurement efforts which adhere to the CASIE principles should help grow interactive media and benefit all those involved, including advertisers, media buyers and sellers," said Judy Black, senior partner and director of the BJK&E Interactive Group and also the chair of the CASIE research subcommittee.

**What is the Alliance?**

The Interactive Alliance is working to assemble the most comprehensive and definitive ongoing database on worldwide interactive media use. It was formed in 1995 by Next Century Media Inc., and The Arbitron Company. Other consortium members, in addition to Newshare Corp., now include Interse, McCollum Spielman Worldwide and MarketCast.

The Audit Bureau of Circulations and its technical support affiliate, WebTrack, have agreed to be participants in the work of The Alliance. Representatives of over 40 other industry organizations have agreed to participate as alliance advisors.

"Clickshare and The Interactive Alliance share a philosophy of cooperatively lifting the Interactive lake to raise

all ships," noted Bill Harvey, president and CEO, Next Century Media. "It turns out that the Internet, which arose like topsy with no central direction, can become a more valuable business for content providers and advertisers by the same process of decentralized collaboration."

The advertising and publishing industries are struggling to reach a technology and consensus for the measurement and tracking of World Wide Web usage. The Newspaper Association of America has convened a Nov. 14 summit in Dallas so that major publishers and system vendors can discuss audience measurement principles. Newshare is among invited participants in the summit.

**About the participants**

**Newshare Corp.** was founded in September 1994 by a veteran publisher, a university technologist and a marketing executive as the Internet's first news brokerage, with a goal of building a free market for digital information among independent publishers and their users. Its first product is Clickshare. Williamstown, Mass.-based Newshare is privately funded.

**Next Century Media Inc.** is a team of advertising and media-research executives committed to maximizing the effectiveness of Interactive media worldwide for advertisers, agencies, network operators, content providers and consumers. Next Century Media clients include advertisers and agencies collectively representing over $23 billion in annual advertising investments, plus a large number of network operators.

**Arbitron NewMedia**, a unit of the Arbitron Company, was established in 1994 to provide a wide range of survey research, consulting and methodological services to the cable, telecommunications, direct broadcast satellite, online and new media industries. The Arbitron Company is a media information firm providing services to broadcasters, advertisers and agencies. The Arbitron Company is a division of Ceridian Corp.

**NOTE TO EDITORS:**
The Newshare document, "Key Points About Clickshare, CASIE and Audience Measurement," is available at:
http://www.newshare.com/News/audience.html
The "CASIE Guiding Principles of Interactive Media Audience" are available at:
http://www.commercepark.com/AAAA/bc/casie/guide.html

**FOR MEDIA INQUIRIES:**
**Newshare:** Press inquiries to Felix Kramer, Marketing Director, (212) 866-4864 <felix@newshare.com>
Other inquiries to Bill Densmore, President, (413) 458-8001 <densmore@newshare.com>
**Arbitron NewMedia:** Thom Mocarsky, (212) 887-1314.
**Next Century Media:** Bill Harvey, (914) 255-2222 or (415) 331-0389.

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*This page (http://www.clickshare.com/pubpack/releases.html) last updated 30 May 1996*

Purchase with clickshare

# About Newshare and Clickshare Corporations

**Newshare Corporation** is a privately-held Massachusetts-based supplier of interactive media products to newspapers, broadcasters and the public through Newshare Syndicate, the Newshare Common Resource Center, and, in the future, the Newshare Adshare.

Newshare Corp. is establishing a nationwide electronic brokerage for the multi-media collection, editing, moderation and marketing of time-sensitive, general-interest news and advertising. Material will be organized both geographically and by interest area for direct consumer use. Newshare's goal is to become a worldwide licensor of local- and topic-specific information franchises which share users and information through the Clickshare service.

Newshare Corp. based in Western Massachusetts, has devoted increasing portions of its resources and attention in the past year to developing and bringing to market the Clickshare Publishing Sytem, to track movements and settle charges for digital transactions on the World Wide Web.

In fall 1995, **Clickshare Corporation** was incorporated in Massachusetts as an independent company.

Clickshare is currently primarily owned by Newshare Corp., but is now in the process of bringing in additional strategic and technical partners, investors and other allies -- with the goal of establishing Clickshare as an open standard on the Internet for digitial microtransactions.

For the people behind Newshare and Clickshare, see Who's Who at Newshare and Clickshare.

For more information about Newshare Corp., you can pursue links (many of which need updating) beginning at Newshare home page.

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Newshare®

*This page (http://www.clickshare.com/pubpack/aboutnscs.html) last updated 12 January 1996*

# Who's Who at Clickshare

* denotes members of the Board of Directors. (Four vacant seats are being held for a CEO -- Clickshare search in progress, strategic partners and key advisors.)

Key contacts are listed first. Click on any name to find out about:
William P. Densmore*, board chair
David M. Oliver, technical director
Felix Kramer*, marketing director
Lynn A. Duncan*, operations consultant
Michael J. Callahan, software designer
John Kemp, programmer
Wayne Tvedt, programmer
John A. Renaud, affiliate sales
Julius Rosenwald*, board member

William J. Drummey, executive recruiter

**William P. Densmore Jr.,** (413) 458-8001 <densmore@newshare.com> 42, is serving as **chairman** of Clickshare's Board of Directors.
Densmore is also Newshare's (Clickshare parent corporation) president and managing director -- editorial, as well as co-founder. He has 20 years of editorial experience, including four with The Associated Press as an editor and reporter in Boston, Chicago, Springfield, Ill., and San Francisco. He has written for *The Boston Globe*, served as an associate editor of *Chicago Lawyer* magazine and was New York bureau chief for *Business Insurance* magazine, published by Crain Communications Inc. For nine years from 1983 he was a majority stockholder and president of *Williamstown Advocate* Inc., which owned and published two weekly newspapers in Berkshire County, Mass. During his tenure the papers' revenues and circulation more than tripled. The newspapers were sold in late 1992. He is a graduate of Phillips Exeter Academy and the University of Massachusetts at Amherst. From mid-1993 until late 1994 he served as editorial director and special-projects editor at Turley Publications Inc., in Palmer, Mass., before leaving to found Newshare. He is a consultant to Empire Information Services Inc. of Schenectady, N.Y. Densmore and his family reside in Williamstown, Mass.

**David M. Oliver,** <dave@clickshare.com> 40, is serving as **managing director/technology** of Clickshare Corp. and is a former member of its Board of Directors.
Oliver is chief architect of the Clickshare Access and Payment Service. A Newshare co-founder, until he began to focus all his efforts on Clickshare, he served as technical director of the Center for Geometry Analysis, Numerics and Graphics, an internationally recognized center for geometry research at the University of Massachusetts at Amherst. Oliver has over 12 years' experience in delivering very-high-performance computing environments to the scientific research community. His experience includes scientific image processing, real-time computer graphics, distributed computing and network information retrieval (NIR). Oliver is fluent in the Internet protocol suite, familiar with LAN, MAN, and WAN telecom standards, and has complete familiarity with both the client and server portions of most modern network computing applications. Oliver holds an undergraduate degree from the University of Colorado at Boulder and a graduate degree in landscape architecture from UMass- Amherst. From January through mid-July, 1995, Mr. Oliver was on leave from his UMass post conducting research at the Technische Universitaet Berlin in Germany. He and his family reside in Belchertown, Mass., near Amherst.

**Felix Kramer, (212) 866-4864)** < felix@clckshare.com> 47, is serving as **marketing director** for Clickshare Corp. and is a member of its Board of Directors.
Kramer is also president of Kramer Communications, an online promotion and electronic publishing business.

He was recently responsible for PR and marketing for MicroMind's SlipKnot, an award-winning Web browser for shell account users, and for the promotional launch of Metrobeat, the first comprehensive online guide to a city's events (recently acquired by Citysearch). He helped launch the fax-broadcasting twice-weekly intelligencer, *Folio: First Day*, for Cowles Business Media. He's the co-author of "Desktop Publishing Success: How to Start & Run a DTP Business" (Irwin), which has sold 20,000 copies in eight reprintings since publication in 1991, and was called "the bible of the desktop publishing business" by the editor-in-chief of *Publish* magazine. He has written newspaper and magazine articles, lectured at on-line roundtables, conferences and trade shows, and worked as a labor journalist. He has worked as executive director of several nonprofit organizations, as legislative assistant to a Member of Congress, and created and raised funds for major public events. He is founding chair of the NY Macintosh User Group's Internet Special Interest Group. A graduate of Cornell University, he and his family live in New York City.

**Lynn A. Duncan,** < lynn@clickshare.com> 34, is serving as **operations consultant** to Clickshare Corp. and is a member of its Board of Directors.
Duncan holds a B.A. from the University of Massachusetts at Amherst and an M.S in Management from Antioch University. Formerly with the Massachusetts-based publishing company, Berkshire Advocate, Inc., Duncan served as Manager of Human Resources and Business Operations. She has been advising Newshare Corp. with business development, human resource and operations management, and accounting systems. She resides in Williamstown, Massachusetts.

**Michael J. Callahan,** <michael@clickshare.com> 26, is on leave from his position as director of software development for Clickshare Corp. and is a former member of its Board of Directors.
Callahan is a co-developer of the Clickshare software. Co-developer of the Stelias Workgroup Server, and a former Rhodes Scholar, he is on leave from a Junior Research Fellowship at Hertford College, Oxford University, where he is pursuing a doctoral degree in pure mathematics. Callahan has 15-years experience in computing and mathematics research, with published papers in computer vision and massively parallel computing, numerical simulation of minimal and capillary surfaces, and scientific visualization. He has presented invited talks at mathematics and physics conferences in the United States, Europe and Japan. Michael graduated summa cum laude from Harvard College with a degree in social theory, economics and politics. Elected to Phil Beta Kappa, from 1991 to 1994, Michael was at St John's and Balliol Colleges at Oxford University. He resides in the San Francisco Bay Area.

**John Kemp,** <kemp@clickshare.com> 28, is serving as a Clickshare **programmer**.
Kemp is a freelance writer, designer, and software developer. He holds a degree in Computer Science and Artificial Intelligence from the University of Sussex, Brighton, England, and has over 10 years experience in providing mission-critical computer systems to commercial users. He is the Internet Manager of AdventureGoat Online, a web-based adventure travel information service. He has also travelled extensively, most recently from New York City to Williamstown, MA, and is a competitive triathlete and runner.

**Wayne Tvedt,** <wayne@clickshare.com>, is serving as a Clickshare **programmer**.

**John A. Renaud** < john@clickshare.com>, 44, is serving as **director of affiliate sales**.
Renaud most recently provided network solutions for large IBM mainframe users in the Midwest.He has managed all aspects of a 64,000-square-foot retail store with 240 employees generating over $40 million in annual sale s in consumer electronics, funiture and appliances.

**Julius Rosenwald,** <jrnvt@sover.net> 49, is a member of Clickshare's Board of Directors.
Rosenwald is a private investor. He is a freelance writer based in Bennington, Vermont. After graduating from Williams College in 1969 he taught kindergarten through fourth grade in a one-room school house and then went on to teach at the high school level. He has been involved in local politics for many years with a particular interest in groundwater protection. He is a regular contributor to the "Berkshire Eagle" and is currently writing a book on bicycle travel in developing countries. As president of Vermont Cycle Systems, he is involved with human-powered vehicle advocacy issues.

**William J. Drummey,** 508/975-7558 < wjdrum@ultranet.com>, is Clickshare's retained executive management consultant for a CEO search.

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*This page (http://www.clickshare.com/pubpack/whoweare.html) last updated 8 August 1996*

Attachment I

# Newshare®

**The Internet's first news brokerage (SM)**

# Welcome to the Newshare Syndicate!

We are a broker of news and features on the Internet, delivering multimedia content from media companies and individual writers to users of World Wide Web. We are presently enrolling Contributing Members and Publishing Members who wish to provide content through our Newshare(SM) system of page-per-page viewing.

## HOW THE SYNDICATE WORKS

The Newshare Syndicate is a launching pad for Internet-centric news and information content, including text, photos and -- later this year -- sound.

- As a individual content provider (Contributing Member), when you join the Newshare(SM) Syndicate you become a part of a growing network of Internet-enabled artists who plan to offer their work to the public without have to affiliate with have to restrict themselves to a proprietary online service, without having to be tied to a particular publication and with a high degree of control over the way their work is displayed and marketed.
- As a corporate content provider (Publishing Member), when you join the Newshare(SM) Syndicate, you position yourself to make money on your Internet activities through the implementation, later this year, of our Token Validation Service (TVS) charge-per-page royalty system. You also enable the local users of your service to "click" to members-only content worldwide, when available.

## KEY SYNDICATE RESOURCES:

**Direct-connect to Syndicate articles, columns, news and resources**
**Join the Newshare Freelance electronic mailing list**

To become familiar with **Newshare Corp.** the **Newshare Common**, **Newshare AdShare**, ***Your*** **Newshare**, the **Newshare Communications Center** and the **Newshare Resource Center** use the links below.

If you would like to become a **Newshare Member**,and take full advantage of the **Newshare** you are in the **right place**.

Quick Guide to **Newshare Member Definitions**
- *Four ways to become a member.*

**Newshare Memberships**

**Newshare Contributing Member**
- *Offer your content to our Publishing Members from your own "home page studio".*

**Newshare Publishing Member**
- *Get your newspaper, station, newsletter, or column up on the Web.*

**Newshare User Member**
- *Access to a growing number of publications and a doorway to the WWW.*

**Newshare Technical Member**
- *Provide the Internet on ramp and we will provide the content.*

**SPECIAL PUBLISHING MEMBER RATES**
- *Limited time.*

**SPECIAL CONTRIBUTING MEMBER RATES**
- *Limited time.*

**Setting Sale Price**
- *Setting the sale price of your work.*

During this *Start-Up* phase, our **Newshare Publishing Members** are offering their work **FREE OF CHARGE** to User Members for personal use.

If you seek to post, repost, publish, forward or otherwise circulate **Newshare Publishing Members** material to other users or to the public, or as part of a published or otherwise circulated work you must obtain permission. All material originating from the **Newshare Resource Center** is copyrighted, even if it is available at no charge.

**Newshare Centers**

**Newshare Corp.**
- *About us, our plans and our vision*

**Newshare Resource Center**
- *From newspapers to music, from gardening to politics, sports to the weather...*

**Newshare Communications Center**
- *Talk to us and among yourselves...*

**Newshare Common**
- *WWW connections from our open-access arena...*

**Newshare AdShare**
- *Want product information? This is the place...*

***Your* Newshare**
- *Plan on building your personal newspaper...*

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To Home... To Common... To Corp HQ...

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## CLICKSHARE QUICK LINKS TO:

CLICKSHARE HOME PAGE | TEST DRIVE CLICKSHARE | NEWSHARE/CLICKSHARE CONCEPT | VISION 1997 | VISION 1979 | NEWSHARE/CLICKSHARE NEWS | GENERAL NEWS TOP | NEWS TOPICS | WHAT'S NEW | HOME PAGE | LEAVE A COMMENT

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**Newshare WWW site** is a service of **Newshare Corp.** a Massachusetts-based broker of digital information for newspapers, broadcasters and the public.

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If you have comments or suggestions about **Newshare Resource Center**, please email them to **feedback@newshare.com.**

The **Newshare** name is a service mark of **Newshare Corp.**

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The Corporate Office of **Newshare**:

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VOICE: (413) 458-8001
FAX: (413) 458-8002
EMAIL: **mail@newshare.com**

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The **Newshare Resource Center** is sponsored in part by: Crocker Communications, a Northampton, Mass.-based supplier of Internet connectivity and telephone-answering services.

Newshare® New Build your *Personal Newshare*

**Delivering your share of the news**

# Newshare Corp. General News Links

## Pick a Topic!

**Just scroll down if link doesn't work**

Search WWW/Newsgroups/Phone Books | Link to text-AP news feed | Topical listings | Regions/Cities | General News Resources | USA News | World News | Weather | Business News and Information | Wall Street | Science/Tech | Travel | Entertainment | Sports | Comics/Fun | Web News | Multimedia | Media News | New and Cool Sites | QUICKLINKS

## News and Topical Directories and Portals

- 1st Headlines headline aggregation website
- News Hub Linking Portal
- NewsLinx Linking Portal
- TotalNEWS: A search engine that finds the latest topical news updated every two hours
- Wired News news search engine
- Newslinx: A daily roundup of links to important technology stories
- Wired News' "NewsBot" news-only search engine
- News Index
- Multi-site search engine (good for names)
- TotalNews
- Excite's News Tracker Service
- Direct Hit Search Engine
- Savvy Search (multiple search tool)
- Google Search Engine
- Looksmart Web Directory
- 
- Internet Search Tool (collected site) NEWSHARE Basic News Resources
- Newslink Associates' links to 1,700 worldwide news resources
- NEWSHARE topical directory
- C:Net's Topical Recommendations for Web Destinations
- Webcrawler's (AOL) Topical Directory Home Page
- U.S. Business Phone Directory

Back to "Pick a topic">>

## Searching and other Services

- Northern Lights Search Engine
- Digital Equipment Corp.'s AltaVista Search Engine
- ALL-IN-ONE: All-in-one search of all "crawlers" at once (takes a minute)

- The McKinley Annotated Search Site
- Yahoo's Search/News Site
- Saavy Search of multiple search engines simultaneously (Colorado State)
- A link to other search engines (Lycos, WebCrawler etc.)
- InfoSeek Guide Search Engine
- Open Text Search Page
- UC-Berkley Inktomi Search Engine Query Page
- DejaNews Topic/Name search of Newsgroup Postings (archival>
- Switchboard.com U.S. personal/business phone and address directory

- Alta Vista's Language Translation Service

Back to "Pick a topic">>

## *Cities/Regions*

- Newsworks alpha list of U.S. newspaper web sites
- City.net Search for worldwide info on specific cities
- Citylink to U.S. city resources
- Links to newspapers by U.S. states, regions and worldwide regions
- New England Regional AP news

Back to "Pick a topic">>

## *General News Resources*

Individual Inc.'s "Newspage" Breaking News front page
British Broadcasting Corp. News Online
Excite's News Tracker front page
Infoseek's Premier News Front Page

## *U.S.*

The American Reporter online week-daily
New Century Network's NewsWorks site (best of 130 U.S. newspapers)
CNN Front Page (text only)
Reuters News Headlines via Yahoo's beta site (valid 07-29-95)
Reuters U.S. News Summary (via InternetMCI)
Searchible Associated Press (free registration)
Pathfinder's (Time/Warner) Current News Web Site
Pathfinder's Text-only news summary site
TIME Daily News Summary
Mercury News National Section (highlights only; $$$ for full text)
Individual Inc.'s NewsPage Resources (mostly tech-related) ClariNet News Summaries
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## *World*

Headlines from the Christian Science Monitor
Disaster.NET link to Current Disaster links
*The Electronic Telegraph* (London)

Back to "Pick and Topic">>

## *Weather*

- U.S. State-by-State Weather
- U.S. City-by-City Weather
- U.S. and Canadian Cities Observed conditions

Back to "Pick a topic">>

## *Business News and Information*

New York Times daily business-news links page
New York Times collection of business-news and reference links
Reuters Business Headlines via Yahoo
Reuters Tech Headlines via Yahoo
Bloomberg Business News
New York Times Business News (FREE REGISTRATION REQUIRED)
U.S. Securities & Exchange Commission EDGAR
Dun & Bradstreet/Lycos Company Info Site
Wall Street Journal Headlines Only Site)
Wall Street Journal Weekday News Summary (REQUIRES FREE REGISTERED)
*The Nando Times* Financial Report
Individual's Inc's database of business news by topic

Washington Post Business Section Front
Top Business News from Chicago Tribune
Back to "Pick a topic">>

## *Wall Street*

StockWiz search by Stock Symbol (news/info)
Bloomberg Business News
Wall Street Net
Disclosure Online

Back to "pick a topic"

## *Science/Technology*

Technology "front page" at MSNBC web site Quadnet Science/Technology News
GNN I-Media center

Back to "Pick and Topic">>

## *Travel*

Bestfares.COM
LastMinuteTravel.COM
Priceline.COM: Airline ticket bidding service

Lowestfare.COM: Airfare ticket excess inventory marketeer
Southwest Airlines website

## *Entertainment*

Lew Irwin's TV/Hollywood Studio Briefing
What's On Tonite! (TV listings)

## *Sports*

National Basketball Assn. Server
SportsLine USA Sports Server
Starwave/ESPN joint venture Sports News Server (present free)
Atlanta Olympic Games Server
Today's MLB Baseball schedule
NEWSHARE sports resources
The America's Cup

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## *Comics/Fun*

- The Borderline
  United Media's Comics Server
- Dilbert, by Scott Adams
- LaughWEB's Daily Chuckle

Back to "Pick a topic">>

## *Features*

Features stories from Newshare Syndicate Contributing Members
Today's Almanac

Back to "Pick a topic">>

## *World Wide Web News*

- Wall Street Journal Interactive Tecn Center
- Good Morning Silicon Valley (11:30 a.m. EDT) daily briefing from SJ Mercury
- NewsLinx Daily page of links to web news articles
- C|Net's Daily Technology/Web News Site
- Hot News from Phillips' Internet Week newsletter
- Newsbytes News Network
- Nando's Tech News Site
- Edupage (Summaries of web news from general publications>
- Washington Post's Business Front Page Daily
- MecklerWeb's "Internet News" site
- Upside Magazine's Daily Tech News Site
- Brock Meek's CyberDispatch column

- New York Times Syndicate Computer News
- Cowles/SIMBA Internet Daily
- Cowles/SIMBA Media Daily
- CMP's Internet Week Web News Site
- Inter@ctive Week Home Page
- MecklerWeb's Netday Service
- Web Week Online from Meckler
- InfoWorld USA Web Site
- Gleason Sackman's Net Happenings
- PC Week's Daily News Summary
- Meckler's Web Week Monday
- What's new at Newshare
- What's new on Yahoo
- Link to WEBster Magazine current edition
- C-NET Online Service

- Wall Street Journal Computer News Update
- Wall Street Journal Tech Update
- "URLs in the News" from PR Newswire
- URLS for companies using PR Newswire (archived releases)
-
- Gleason Sackman's Commercial Resources Posting Site

Back to "Pick a topic">>

## *Multimedia/Audio*

- Multimedia Wire (news)
- AUDIO: Net news reports

Back to "Pick a topic">>

## *Journalism/Media*

Advertising Age's Daily Deadline Summary
Cowles-Simba Media Daily
Media Central
Steve Outings / Editor & Publisher Magazine
Newspaper Assn. of Amer. News Page
NAA's Digital Edge web site
Steve Outing's Online-News list by hypermail
Ron Glaser's Online News column

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## *New and Cool Sites*

- InfiNet's Cool Site of the Day
- Matt Albert's Weekly list of cool sites
- Internet Scout Report Weekly

- CMP Publication's NetNow weekly site update
- NCSA/GNN What's New Page
- The Weekly Bookmark (recommended web sites

Back to "Pick a topic">

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## NEWSHARE QUICK LINKS TO:

NEWS TOP / WORLD NEWS / STATE NEWS (U.S.) / LOCAL NEWS / SPORTS / BUSINESS / WEATHER / TOPICS / WHAT'S NEW / SYNDICATE / CLASSIFIEDS / LEAVE A COMMENT

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clickshare
clickshare service corporation

# Newshare(SM): Interim Publishing Membership Enrollment Information

**This page describes the benefits of Newshare publishing membership using the Clickshare Service. After you have read this page, link directly to our ENROLLMENT FORM, or first review our list of Frequently Asked Questions.**

Newshare Corp. is accepting applications for immediate enrollment as a Contributing Member. Acceptance entitles the charter Contributing Member to:

- Use of the Newshare name, logo, links and service concepts on an exclusive basis within the Contributing Member's geographic-specific or topic-specific content area.
- A free subscription to the *Newshare-UPDATE* E-mail list which is for content-providing members only. The list will include a weekly newsletter updating events and developments in online publishing written by Newshare personnel and contributors.
- A listing within the Newshare W3 Contributing Member Directory. This listing includes the Contributing Member's name, address, appropriate contacts, a description of exclusive content provided, and a hypertext link to member content, wherever it resides.
- Premium listing and promotion for your content on the appropriate Newshare Syndicate Topics Page. Our topics pages are a regularly updated source of more than 1,500 links to publicly available resources in more than 80 content areas. If you are not granted Newshare membership, you will not be eligible for premium listing in our topics directory.
- A 50% discount off the one-time, $795.00 enrollment as a Newshare Publishing Member. By allowing Newshare Corp. to host your content and manage your customer billing, you can sell content on the web without having to establish an account relationship or take credit-card information from every user. To host your own content or manage your own users, you should contact Clickshare Service Corp. and become a Clickshare Content/Service Provider.

**The Contributing Member relationship with Newshare(SM) and other Publishing Members is governed by an Affiliation Agreement which resolves copyright and use issues.**

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## NEWSHARE QUICK LINKS TO:

WELCOME PAGE / SYNDICATE CONTENT / LEAVE A COMMENT

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- **A page describing options for users and advertisers of Newshare is available via http://www.newshare.com/Newshare/options.html**

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***For more information about Newshare, please select from the following:***

- ***WHO is Newshare?***
- ***WHAT is Newshare?***
- ***WHERE is Newshare?***
- ***WHEN is Newshare available?***
- ***HOW will Newshare work?***
- ***WHY is Newshare needed?***
- ***Is there ANYTHING like Newshare now?***

***The Corporate Office of Newshare:***

*NEWSHARE CORP.*
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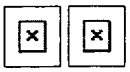
*Williamstown, MA 01267-0367 USA*
*VOICE: (413) 458-8001*
*FAX: (413) 458-8009*
*EMAIL: mail@newshare.com*
*this page updated 05-04-2002 12:05 p.m.*



**Delivering your share of the news**

## Newshare is designed as a resource center for consumers and publishers... and as a marketing environment for artists, writers and other original content originators...

Your Link..... Your Link..... Your Link.....

**Newshare** has a goal of becoming the leading source for high-quality, timely, local, regional, national and international news and information.

# Newshare Contributing Membership:

### Newshare Contributing Members agree:

To share and/or offer for sale/resale or in exchange for a "click-fee", or to authorize through a licensing agreement their original content, news and time-sensitive information with our **Newshare Publishing Members.**

As a **Newshare Contributing Member** your privileges cover:

A **"studio"** space in the **Newshare Resource Center** where you can offer your original content for sale/resale, repackaging, copying or other reuse or distribution by our **Newshare Publishing Members.**

See Contributing Member Rates & Data for more information.

We can help you set up your HTML site with no fuss or muss...

**Newshare Contributing Members** memberships also includes:

- Free member "hyperlinked" listing in **Newshare Member Directory** - our online directory for visitor and member use
- Free member "hyperlinked" listing in **Newshare w3 Index** - our online index for visitor and member use
- "Custom" HTML "Home Page" with "hyperlinks" to "Your Studio Pages" **that will hold the content you are offering**

- Internet address and eMail service
- One Free "Hyperlink" from your home page to any WWW address.

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Your Link..... Your Link..... Your Link.....

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Your Link..... Your Link..... Your Link.....

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To Home... To W3Index... To Membership...

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**Newshare Resource Center** is a service of **Newshare Corp.** a Massachusetts-based broker of digital information for newspapers, broadcasters and the public.

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If you have comments or suggestions about **Newshare Resource Center**, please email them to **feedback@newshare.com.**

The **Newshare** name is a service mark of **Newshare Corp.**

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The Corporate Office of **Newshare**:

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EMAIL: **mail@newshare.com**

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The **Newshare Resource Center** is sponsored in part by: Crocker Communications, a Northampton, Mass.-based supplier of Internet connectivity and telephone-answering services.

Newshare®

# The Newshare(SM) Common: Top Resources Page

This is the top-level Resources Page for **The Newshare(SM) Common.**. If you are already familiar with Newshare Corp. and the Newshare(SM) Syndicate, use the links below to directly browse the materials you would like to view.

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**If you would like to become a regular reader/user of Newshare -- or a provider of content -- start at The Newshare(SM) Syndicate Welcome Page**

**If you would like general information, please view the Newshare Corp. Home Page**

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During this demonstration phase, Newshare(SM) Publishing Members are offering their work free of charge to individual users for personal use. If you seek to repost, publish, forward or otherwise circulate their material to other users or to the public, you must obtain permission. All material originated from The Newshare(SM) Syndicate is copyrighted, even if available at no charge.

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## Enter content areas from here:

### MEMBER RESOURCES:

1. Newshare Syndicate Contributing Member content
2. Newshare establishes LISTSERVE for free-lance writers, artists

---

### NEWS RESOURCES:

- NEWS RESOURCES by content provider
- NEWS RESOURCES by geographic location
- NEWS RESOURCES by topic
- BUSINESS news / resources
- SPORTS (teams, schools, colleges) by type
- SPORTS RESOURCES by region (NOT YET AVAILABLE)
- WEATHER
- ALL OTHER TOPICS
- Non-news resources
- ADSHARE(SM): Advertising and Product Information

The Newshare(SM) Syndicate is a service of Newshare Corp. a Massachusetts-based broker of digital information for newspapers, broadcasters and the public. If you have comments or suggestions about The Newshare(SM) Syndicate, please email them to feedback@newshare.com.

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## LINKS TO:

WELCOME PAGE / RESOURCE CENTER / LEAVE A COMMENT

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*The Corporate Office of* ***Newshare****:*

***NEWSHARE CORP.***
*One Bank St., P.O. Box 367*
*Williamstown, MA 01267-0367 USA*
*VOICE: (413) 458-8001*
*FAX: (413) 458-8002*
*EMAIL:* ***mail@newshare.com***

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Newshare®

**The Internet's first news brokerage**

## What's new via Newshare:

**The American Reporter -- Web-exclusive daily news without paper**

# Newshare Syndicate Contributor Reference

**Aside from hundreds of links to Newshare Syndicate is designed to showcase the work of independent Contributing Members and Publishing Members. All member-provided content is copyrighted. Links to a few of our first member/providers appear below.**

THE NEWSHARE SYNDICATE: The Newshare Syndicate is a collaboration of independent journalists and writers who are publishing and selling their work on the Internet. Newshare carries a growing inventory of articles viewable for one-time, personal use. This content is presently available at no charge.

THE AMERICAN REPORTER: The first Internet *newshare*. The Newshare Syndicate is providing on an introductory basis free access to *The American Reporter*, edited by Joe Shea, the first near-daily, general-interest U.S. "newshare" published exclusively on the Internet. The entire contents of **The American Reporter** are copyright by the authors and by Joe Shea. The *American Reporter* is reporter-owned.

QUADNET NEWS SERVICE: Quadnet is an online news service representing universities and technical centers. Its summaries about science, technology, medicine, environment, business and education are presently available free to Newshare users.

LEW IRWIN'S STUDIO BRIEFING: All the hotest news in television and Hollywood studios is the domain of Lew Irwin, who's five-days-a-week Studio Briefing is available to net users via the Newshare Syndicate.

THE FREE-LANCER MAILBAG: Want tips on how to write news for web readers? How to pitch a story idea to an editor? Whether or not it's OK to accept tickets to an event for free? Check the archives of the Freelance@newshare.com E-mail list. It's writer-to-writer. Arranged by date of post and by subject.

BETH'S PICKS: Free-lance film and arts critic Beth Saulnier offers her view on current quality entertainment. You can send her your views to beth@newshare.com.

## LINK TO:

ALL Resources / NEWS Resources

If you have comments or suggestions about the Newshare Syndicate, please email them to **feedback@newshare.com** or use our REPLY FORM.

"Newshare" name is a registered service mark of **Newshare Corp.**

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## CLICKSHARE QUICK LINKS TO:

CLICKSHARE HOME PAGE | TEST DRIVE CLICKSHARE | NEWSHARE/CLICKSHARE CONCEPT | VISION 1997 | VISION 1979 | NEWSHARE/CLICKSHARE NEWS | GENERAL NEWS TOP | NEWS TOPICS | WHAT'S NEW | HOME PAGE | LEAVE A COMMENT

**Newshare** and **Clickshare** are service marks of **Clickshare Corp.**

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*75 Water St., P.O. Box 367*
*Williamstown, MA 01267-0367 USA*
*VOICE: (413) 458-8001*
*FAX: (413) 458-8002*
*EMAIL: **mail@newshare.com***

Newshare®

# How to join the Newshare(SM) Syndicate mailing list

The Newshare Syndicate launched in April a free mailing list for free-lance writers of news and other non-fiction, as well as for editors seeking to hire writers. The moderated list is a forum for exchange of information about queries, rates, ideas, markets and other professional information.

You may submit an application to be added to the mailing list by sending a query with your name, address and a few words of background to freelance-request@newshare.com. There is no charge to apply or to use the list if you are admitted.

We have also established a $25 setup fee for those news writers who wish to register their name and up to 20 kilobytes of their work, resume or other content at the Newshare Syndicate. If you are interested in this service, send for more information to: syndicate@newshare.com.

To view a summary of the contents of our syndicate to date, click to our What's New Page. An inventory of articles available for sale may be viewed by pointing your web browser to: http://www.newshare.com/articles/index.html.

What writers, artists or other content providers post on the Newshare(SM) Syndicate WWW server is entirely dependent upon the marketing and financial objectives of the writer.

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**NEWSHARE QUICK LINKS TO:**

NEWS TOP / WORLD NEWS / STATE NEWS (U.S.) / LOCAL NEWS / SPORTS / BUSINESS / WEATHER / TOPICS / WHAT'S NEW / SYNDICATE / CLASSIFIEDS / LEAVE A COMMENT

clickshare
clickshare service corporation
*Delivering your share of the news*

# Clickshare(sm) User Membership

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**Clickshare(sm) is an enabling technology that will allow you, the individual user, to view and purchase information at widely dispersed Internet locations and from independent publishers -- with the simplicity of a single user ID and password.**

- In some cases you will pay nothing for this information.
- In other cases you may be asked to pay a monthly subscription fee for access to a body of content.
- And in still other cases, you may be offered the chance to purchase words, pictures or sound "by the click," with payment being charged to a single account at your Clickshare(sm) home base.

**All of this is possible with Clickshare(sm).** The Newshare Syndicate and the Newshare Common are two users of the Clickshare(sm) system. But Clickshare(sm) as a registration, validation, personalization and payment system can be applied to the purchase of software, periodicals, documents and records, not just news.

The Newshare Syndicate is designed as a resource center for consumers and publishers . . . and as a marketing environment for artists, writers and other original content originators.

The Newshare Syndicate and Newshare Common have a goal of becoming the leading source for high-quality, timely, local, regional, national and international news and information.

---

Check with your favorite Internet publication or web site to see if they offer Clickshare(sm) membership. If they do not, go to our Clickshare registration site to find an appropriate topic-specific or geographic-specific sponsor.

## Newshare User Membership:

## Right now, membership is free. You merely register using our Clickshare(sm) three-step profiling system.

**Newshare User Members will:**

## Have an extremely high degree of control over how news content is delivered to them and in what form...

## Have access to the major centers of activity on Newshare.

**Have access newspapers, publications, newsletters and other content in various forms available through Newshare.**

**Note: In some cases access may be fee based but not until at least Jan. 1, 1996, and you will be specifically notified and asked to authorize a change in your account status to fee-paying before this change occurs.**

**They will be able to select the advertising content they choose to review...**

**Have their online profiles and travels secure from unathorized use...**

---

# Newshare User Membership:

**Newshare User Members agree:**

**To view and use content for personal use only. No resale, repackaging, copying, redistribution rights of any kind are associated with your becoming a Newshare User Member.**

---

**NEWSHARE QUICK LINKS TO:**

**| NEWSHARE/CLICKSHARE CONCEPT | VISION 1997 | NEWSHARE/CLICKSHARE NEWS | NEWS TOP | TOPICS | WHAT'S NEW | HOME PAGE | LEAVE A COMMENT**

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*Williamstown, MA 01267-0367 USA*
*VOICE: (413) 458-8001*
*FAX: (413) 458-8002*

*EMAIL: mail@newshare.com*

**l check or as a charge to your credit card.**

**To join Newshare as a Newshare User Member, please use our Reply Form or send an e-mail request to: *user@newshare.com*.**

**If you seek to post, repost, publish, forward or otherwise circulate Newshare Publishing Members or Newshare Contributing Members material to other users or to the public, or as part of a published or otherwise circulated work you must obtain permission or join us as a Newshare Publishing Member. Find out more about Publishing and Contributing memberships at Newshare right now.**

**All material originating from the Newshare Resource Center is (C) copyrighted, even if available at (FREE) no charge, unless marked as (PD) to signify Public Domain.**

**Newshare User Member membership does not require that you connect to any particular Internet service provider (although those of you in the Western Massachusetts region might consider Crocker Communications), or use any particular client software.**

**To learn about our plans for news personalization at Your Newshare coming soon to Newshare.**

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**To Membership... To Common... To Corp HQ...**

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**News*hare*WWW site is a service of Newshare Corp.. a Massachusetts-based broker of digital information for newspapers, broadcasters and the public.**

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**If you have comments or suggestions about Newshare Resource Center, please email them to feedback@newshare.com.**

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Newshare®

**The Internet's first news brokerage**

# What is Newshare?
# A request for Proposals from ISPs/IAPs

Newshare Corp. is establishing a nationwide electronic brokerage for the multi-media collection, editing, moderation and sale of time-sensitive, general-interest local news and advertising utilizing billable hypertext links.

The Clickshare Service, owned and operated by Newshare's partner, Clickshare Service Corp., will permit content to remain on the server machines of independent content providers and yet be sold to Newshare Corp. users on a subscription or charge-per-page basis.

## Geographical exclusivity offered

Internet Service/Access Providers are invited to submit requests to be considered as exclusive Contributing Members of Newshare for their geographical service area, with rights to the Newshare name and service concept.

Newshare can be used as a source of value-added content for your consumer users, as a way to derive additional, non-technical-service revenues and as a branded platform of national and international news on which to build a ground-up local news and advertising resource with the help of Newshare content-development experts.

To register as a potential technical partner of Newshare, or for more information, send your name, address and inquiry to mail@newshare.com, or use our RESPONSE FORM.

Newshare Corp.
75 Water St., P.O. Box 367
Williamstown, MA 01267
VOICE: (413) 458-8001 / FAX: (413) 458-8009
Email: mail@newshare.com
*Newshare is registered servicemark of Newshare Corp.*
*Clickshare is registered servicemark of Clickshare Service Corp.*

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## NEWSHARE QUICK LINKS TO:

NEWS TOP / WORLD NEWS / STATE NEWS (U.S.) / LOCAL NEWS / SPORTS / BUSINESS / WEATHER / TOPICS / WHAT'S NEW / SYNDICATE / CLASSIFIEDS / LEAVE A COMMENT

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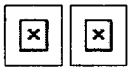

**Delivering your share of the news**

# SPECIAL Newshare PUBLISHING MEMBER RATES

Here's how to become a Publishing Member:

One-Time Fee $ 1,000.00 (SEE SPECIAL SIGN-UP NOW RATE BELOW) payable in two six-month installments. This is just the beginning of Newshare. Our goal is to take the first step . . . and then help others take it too . . . .

SPECIAL SIGN-UP NOW RATE:

# FOR A LIMITED TIME (until our TVS-Token Valadation System is in place) YOU CAN BECOME A PUBLISHING MEMBERS FOR JUST $250.00.

Upon start-up of TVS the balance of your One-Time Fee will above will be due in three-equal-monthly payments.

Your Link..... Your Link..... Your Link.....

Newshare Publishing Member Affiliation.

ONE-TIME FEE Covers:

Storage for the following Publishing Member provided (see Custom Hypertext Services) HTML text pages , .gif images: HomePage and up to 25 hyperlink pages consisting of member provided (see Custom HTML Services) HTML text and/or .gif images up to 1000K of data.

Please provide your materials in this manner:

Publishing Member will provide ASCII text HTML pages and .gif formated images to Newshare on 3.5 diskette for uploading to Newshare server. All pages should be loose within a "text" folder(directory) and all .gif images

(uncompressed) should be within a "images" folder(directory) within the text folder.

Newshare Publishing Member memberships also includes:

- A 10-25 word factual description of the Publishing Member's copyrighted content in the Newshare w3 Member Index, accompanied by a hypertext "link" that will automatically connect the user to additional Publishing Member content, wherever such content is located.

- A 50-word promotional listing in the Newshare W3 Business Guide. This is a "yellow-pages"-style guide to commercial resources of Members which is in the Newshare AdShare(SM) marketplace.

- One link in the Newshare Common. All links must be to information freely accessible to the public at no charge, not just to Newshare members. No user fees, click fees or commissions may be applied to content in this area.

- Registration as a Newshare Publishing Member within the Newshare Token Validation Service (TVS) (effective mid-1995), enabling the receipt of royalty payments for copyrighted content accessed by Newshare members worldwide.

COMMISSION Agreement:

Until the Token Validation Service (TVS) server software is released for public use, Newshare Corp. shall be entitled to a commission of five (5) percent on any Newshare Publishing Member revenues derived from User Member fees; a commission of ten (10) percent on any revenues from sale of "space" on its pages for commercials, advertisements; and a commission of fifteen (15) percent on the proceeds from the sale of Publishing Member content via Newshare. An electronic subscription to the Newshare UPDATE, an eMail for-Members-only newsletter containing the latest Web intelligence and electronic-publishing advice.

Commisions relating to NewshareAdshare(SM) Agency, a national rep firm responsible for soliciting electronic advertising, product information, demonstrations and awareness materials for listing or linking to the e-pages of Newshare Publishing Members will be forwarded for your approval where applicable.

OTHER Fees:

Additional Monthly Server Space Fee.....$1.00 per mo. per 100K

Update Files: .html file updates up to 20K that:

- are eMailed to us.....$5.00 per file

- we have to ftp pickup.....$3.00 per file

(please provide full file, not just the section that is being updated)

New Files (text or Image): new .html or .gif files up to 20K that:

- are eMailed to us.....$5.00 per file

- we have to ftp pickup.....$3.00 per file each additional ftp from same site is $2.00.

(if ftp pickup eMail us the address and locator information)

NOTE: If you are sending us a NEW FILE you should also send us an UPDATED FILE of your HomePage with a hyperlink to it. There is no charge for a HomePage file that is updated with a hyperlink to new page content located on our server.

eMail Example:

You eMail one NEW FILE up to 20K.....$5.00

You eMail New File and Updated HomePage.

Total.....$5.00

eMail Example:

You eMail one NEW FILE that has an IMAGE up to 20K.....$10.00

You eMail New File, Image File and Updated HomePage. Total.....$10.00

ftp Example:

You have us ftp and pickup one NEW FILE up to 20K.....$3.00

You have us ftp and pickup New File and Updated HomePage. Total.....$3.00

ftp Example:

You have us ftp and pickup one NEW FILE that has an IMAGE up to 20K.....$5.00

You have us ftp and pickup New File, Image File and Updated HomePage. Total.....$5.00

NOTE: You may also send us your updated and new files on a 3.5 diskette (PC or MAC format). Please include payment with files.

All fees are in U.S. Dollars. Please make checks payable to Newshare Corp.

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Your Link..... Your Link..... Your Link.....

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Your Link..... Your Link..... Your Link.....

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Your Link..... Your Link..... Your Link.....

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To Home... To Common... To Membership...

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**Newshare WWW site** is a service of **Newshare Corp.**. a Massachusetts-based broker of digital information for newspapers, broadcasters and the public.

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If you have comments or suggestions about **Newshare Resource Center**, please email them to **feedback@newshare.com.**

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The Corporate Office of **Newshare**:

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One Bank St., P.O. Box 367
Williamstown, MA 01267-0367 USA
VOICE: (413) 458-8001
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Newshare®

**Delivering your share of the news**

# SPECIAL Newshare CONTRIBUTING MEMBER RATES

Here's how to become a Contributing Member:

# One-Time Fee $ 25.00

and Annual Fee of $25.00 per year payable on sign-up anniversary date

ONE-TIME FEE Covers:

Storage for the following Contributing Member provided HTML text pages , .gif images:

Or use our easy to use Newshare HomePage Template.

HomePage and hyperlink pages consisting of HTML text and/or .gif images up to 50K.

Please provide your materials in this manner:

Contributing Member will ASCII text pages consisting of member provided (see Custom HTML Services) HTML text and .gif formated images (uncompressed) to Newshare on 3.5 diskette for uploading to Newshare server. All pages should be loose within a "text" folder(directory) and all .gif images should be within a "images" folder(directory) within the text folder.

ONE-TIME FEE also covers:

FREE Links from:

- Free "hyperlinked" listing of 25-words or less of informational descriptive text in Newshare w3 Member Index to your Home Page.

From within the Newshare Syndicate your offerings can be browsed by potential licensees. Publishing

Members will look through your portfolio of content and services to find a style, article, artwork, etc. that they can license from you and offer in their publications, both print and electronic.

- Free "hyperlinked" listing in Newshare W3 Business Guide our online advertising message area for visitor and member use. Listing consists of a hyperlink to your Home Page and a 50-word promotional listing.

OPEN ACCESS area:

- You may choose to place a link to your Contributing Member Materials in our Newshare Common for FREE.

The Newshare Common is an open access area designed to house sample or full offerings. Anyone traveling the WWW can enter this area. No Newshare, member or user fees, click-fees, commissions, etc. are applicable within this open access area.

COMMISSION Agreement:

Until Token-Validation-Service is operational and click-fees" can be charged and credited the following commission structure will apply:

Resale Commission on Contributing Member content: 15-percent of any Contributing Member content brokered through Newshare Syndicate .

OTHER Fees:

Additional Monthly Server Space

Fee.....$1.00 per mo. per 100K

Update Files: .html file updates up to 20K that:

- are eMailed to us.....$5.00 per file

- we have to ftp pickup.....$3.00 per file

(please provide full file, not just the section that is being updated)

New Files (text or Image): new .html or .gif files up to 20K that:

- are eMailed to us.....$5.00 per file

- we have to ftp pickup.....$3.00 per file each additional ftp from same site is $2.00.

(if ftp pickup eMail us the address and locator information)

NOTE: If you are sending us a NEW FILE you should also send us an UPDATED FILE of your HomePage with a hyperlink to it. There is no charge for a Home Page file that is updated with a hyperlink to new page content located on our server.

eMail Example:

You eMail one NEW FILE up to 20K.....$5.00

You eMail New File and Updated HomePage. Total.....$5.00

eMail Example:

You eMail one NEW FILE that has an IMAGE up to 20K.....$10.00

You eMail New File, Image File and Updated HomePage. Total.....$10.00

ftp Example:

You have us ftp and pickup one NEW FILE up to 20K.....$3.00

You have us ftp and pickup New File and Updated HomePage.

Total.....$3.00

ftp Example:

You have us ftp and pickup one NEW FILE that has an IMAGE up to 20K.....$5.00

You have us ftp and pickup New File, Image File and Updated HomePage.

Total.....$5.00

NOTE: You may also send us your updated and new files on a 3.5 diskette (PC or MAC format). Please include payment with files.

All fees are in U.S. Dollars. Please make checks payable to Newshare Corp.

This is just the beginning of Newshare. Our goal is to take the first step ... and then help others take it too . . . .

Join Newshare today . . . by going to our response form.

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Your Link.....

Your Link.....

Your Link.....

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Your Link.....

Your Link.....

Your Link.....

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Your Link.....

Your Link.....

Your Link.....

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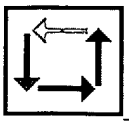 To Home... To Common... To Membership...

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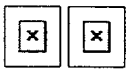

**Delivering your share of the news**

# Selling your work

What writers, artists and other contributors post on the Newshare Syndicate WWW server depends entirely upon the marketing and financial objectives of the writer or contributor

For the a one-time, $25 signup fee a Contributing Member is entitled to a year of 20 kilobytes of information loaded once (additional loadings extra), as well as listing in directory of Contrbuting Members (as they are called) sorted by: a) Name; b) Location and c) Area(s) of interest/expertise.

Your Link..... Your Link..... Your Link.....

Loading or reloading additional content will cost extra.

The **Newshare** Syndicate
- *Membership information.*

After the first year, an annual membership fee for an amount to be determined will be requested.

**DIGESTS OR ACTUAL CONTENT: A PROVIDER'S CHOICE**

Some writers may post a series of digests of work they have for sale. Others may post complete articles with a clear copyright notice that they are for "browsing only." Others might post timely articles as they are completed. Once our Token Validation Service server software is in place we will be able to track access to such content and restrict it to Newshare members or the public, as the writer requires.

Eventually, we expect that there will be many Newshare Publishing Members, who will use our TVS software on their own host servers. This will make it possible not only to track access but also to bill it to individual users at remote locations who are on Newshare-enabled machines. At this point we will offer this ability to "sell" content on a single user basis to our Contributing Members -- with an appropriate commission on the transaction payable to the Newshare(SM) Syndicate.

**NEGOTIATE DIRECTLY; OR ASK NEWSHARE TO HANDLE TALKS**

A writer may choose to permit Newshare to negotiate rights on his/her behalf when content users request

publication, reposting or other distribution rights beyond a single browse. Or the writer may choose to simply attach a notice to his/her content advising that use for other than browsing requires their permission and purchase (via an E-MAIL address).

**YOU RETAIN YOUR COPYRIGHT**

It is our intention to be a BROKER of content, not an OWNER, in the main. It is possible that in some topic areas, Newshare Corp. itself will act as a Publishing Members of the Newshare Syndicate, and so may "own" some content of its own. So individual writers are buying from us a marketing and distribution service for their copyrighted content. They are not selling copyright to us and we have no intention of making it available to anyone other than for non-archival browsing purposes.

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Your Link..... Your Link..... Your Link.....

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Your Link..... Your Link..... Your Link.....

To Home... To Common... To Exchange...

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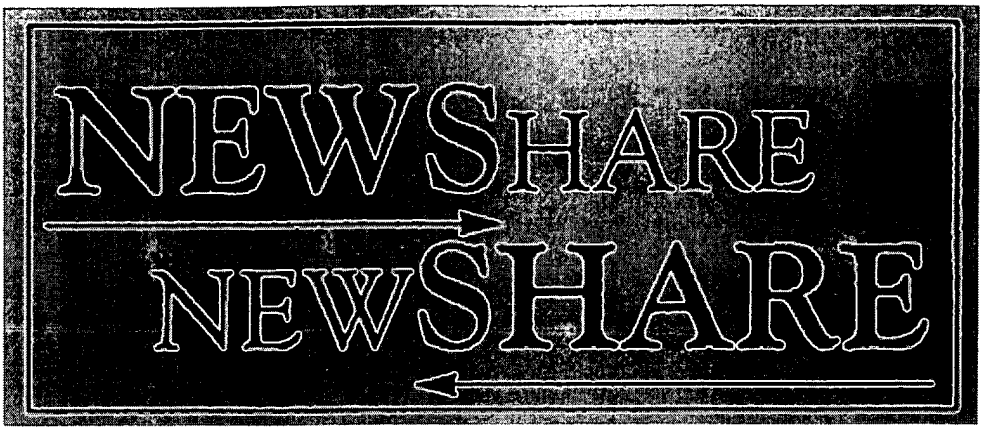


**Delivering your share of the news**
**The Internet's first news brokerage**

# What is Newshare Corporation?

Get to know us.

**Newshare** Background
- *Learn the who, what, where, when and why of our company.*

**Newshare** Scenario
- *A look into your news reading future.*

**Newshare** Founders
- *The people who helped us get up and running.*

**Newshare** Concept
- *The Newshare concept.*

**Newshare** Partnerships
- *An invitation to content providers to join us.*

How to become a **Newshare** Member
- *Two ways to offer your content for compensation.*

To Home... To Common... To Membership...

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**Newshare Corp.**
One Bank St., P.O. Box 367
Williamstown, MA 01267-0367 USA
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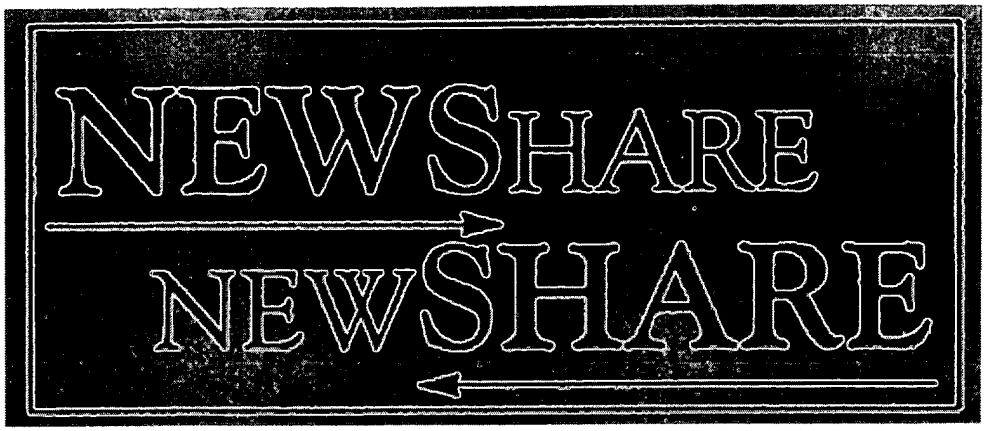
The **Newshare Resource Center** is sponsored in part by: Crocker Communications, a Northampton, Mass.-based supplier of Internet connectivity and telephone-answering services.




**The Internet's first news broker**
**Delivering your share of the news**

# Welcome to Newshare Corp.

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We are a Massachusetts-based supplier of interactive media products to newspapers, broadcasters and the public through the Clickshare(sm) System for billable hypertext links, the Newshare(SM) Syndicate, the Newshare (SM) Common Resource Center and, next year, Newshare(SM) Adshare. The pages linked below describe our corporate mission.

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*Some of the links you'll find here are intended only for those who have signed our non-disclosure agreement. If you're interested in* ***Newshare****'s future, we invite you to sign and return one.*

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**Newshare Corp.** is establishing a nationwide electronic brokerage for the multi-media collection, editing, moderation and marketing of time-sensitive, general-interest news and advertising. Material will be organized both geographically and by interest area for direct consumer use. Content-provider memberships to **Newshare** are available. Tentative pricing information is available at the Newshare Syndicate Member Info page. User membership is presently free.

The service architecture of **Newshare** is based on, and draws its strength from, the Internet's ability to support a distributed network of providers and customers as well as open interfaces.

**Newshare Corp.** is seeking potential content partners or affiliates through a Request For Proposals process. We are very interested in developing relationships with non-traditional news providers (such as Internet newsgroup operators, BBS operators, small news organizations, Internet Service Providers, magazines, specialty information providers and entrepreneurial individuals and companies whether large or small, for-profit or not-for-profit) as well as with traditional media enterprises.

For more information about **Newshare**, please select from the following:

- WHO is **Newshare**?
- WHAT is **Newshare**?
- WHERE is **Newshare**?
- WHEN is **Newshare** available?
- HOW will **Newshare** work?
- WHY is **Newshare** needed?

- Is there ANYTHING like **Newshare** now?

*The Corporate Office of **Newshare**:*

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# Services Available to the Media

**Newshare**(sm)

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**Newshare Corp.** is offering partnerships and affiliations with smaller newspapers and radio stations seeking to offer their content on the Internet. See this Request for Proposals for more information.

Among services which we expect to make available in first-quarter of 1995:

-- Turnkey formatting and technology services. **Newshare Corp.** will manage the establishment of a media outlet's connection to the Internet and will provide access to **Newshare**'s news content in exchange for access to the affiliate's news content.

-- A bulletin-board service for delivery of marketing information about **Newshare**(sm) and for local newspapers to sponsor inbound 900 or local-dial service over which they can provide local news to their print subscribers via a computer and a modem or by on-demand "faxback."

-- Connection to the Internet for sending and receiving electronic mail directly into an editorial front-end system or to a fax machine.

*FOR MORE INFORMATION CONTACT:*
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***Newshare Corp.***
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*Williamstown, MA 01267 USA*
*Phone: (413) 458-8001*
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# Consumer Scenario

*How will a consumer subscriber make use of their customized "**Newshare**(sm)"? Here is a scenario.*

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A computerphobic person wakes up in the morning, turns to bedside PC, which by this time is also a television set. Through some autoboot routine, they reach the home page of Newshare Corp. During the night a custom **Newshare**(sm) has been printed for this reader on their consumer-grade, color inkjet printer -- from 10 to 20 pages.

The subscriber can sip coffee or tea at the breakfast table and read his **Newshare**(sm) in print form. Perhaps, however, there is a story in today's news with a compelling visual element.

Click! The subscriber requests a video clip of the event from his computer and, after waiting a minute or so, the clip is played, with sound, on his computer screen. He may have already requested the delivery during the night of the top five video news clips of the day, in which case they will be instantly available.

It's time to take a shower and the subscriber wants a five-minute summary of the major news to supplement his breakfast-table reading of in-depth material and the video clips of visual events.

Click! The subscriber requests a preloaded five-minute summary supplied by National Public Radio or another content partner. Perhaps he listens to the local news report from a small radio station in a college-age child's campus town 2,000 miles away. Or it might be an actuality (audio report) of a particular news story the subscriber finds interesting. Or it might be a lineup of half a dozen actualities of the top stories of the day.

The audio facility gives the **Newshare** consumer the opportunity to move about while listening to the news or information -- information which is customized rather than in a format dictated by a network.

The entire package, or pieces of it will be consumer- selectable to include or omit advertising. When configuring their personal service, the **Newshare** subscriber will select the commercial or non-commercial version, paying a significant access fee depending on his or her choice. The subscriber will also have the option of requiring that no individual demographic or usage information be gathered by **Newshare** or its affiliates and "unlist" a user address, gender or other profile information.

Billing charges by credit card or electronic-funds transfer will be adjusted by the time of service (advertising or non-commercial) requested. Affiliate content providers will be automatically provided with a pro-rata share of access fees.

Subscriptions will be available by June 1. No price has been established.